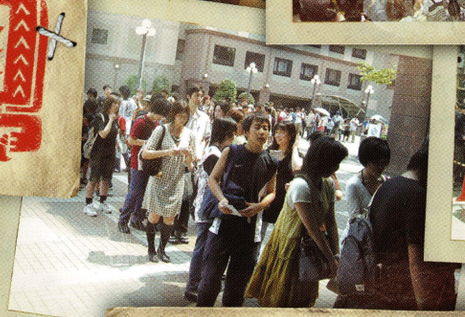
THE INTERACTIVE ENTERTAINMENT WEEKLY

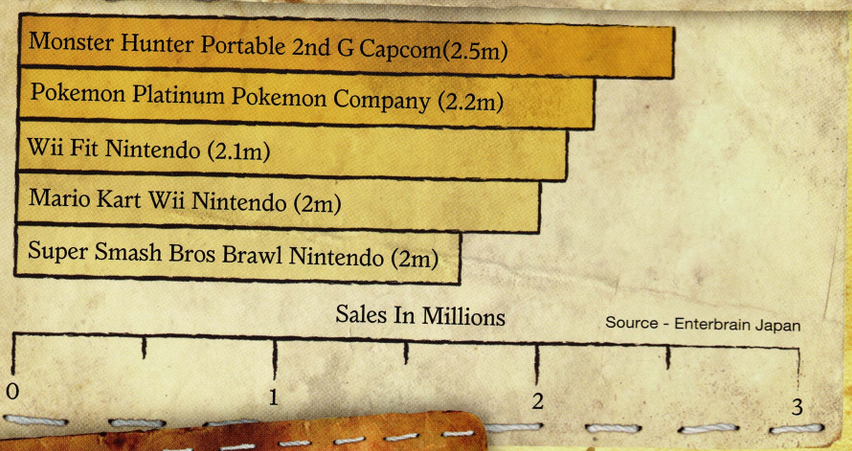
MCV

Friday June 5 2009 **£3.25**

THE JAPANESE PHENOMENON IS ABOUT TO BE UNLEASHED ON THE UK



JAPAN SALES / TOP FIVE 2008



- Take on the role of a Monster Hunter in a quest to achieve glory
- Team up with up to three friends to hunt down monsters that inhabit your world, collect material to build weapons and armour and become the greatest band of Monster Hunters who ever lived
- RPG-like depth combined with action combat
- The ultimate social game that can be played anywhere

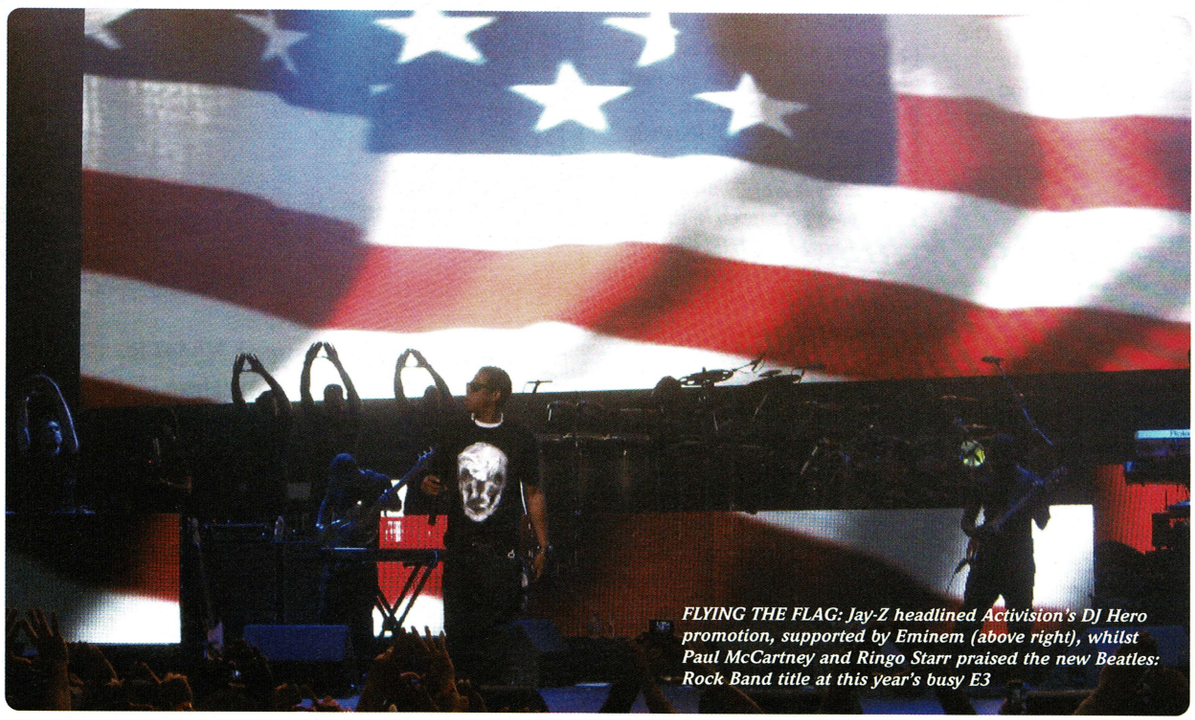
THE MARKET FOR COMPUTER AND VIDEO GAMES

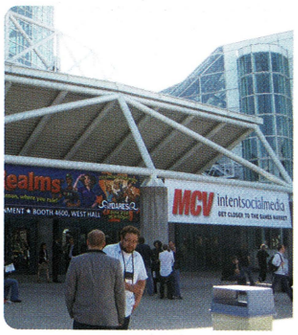
MCV

Issue 540 Friday June 5 2009 £3.25

American dream

Superstars, surprises and sun. E3 is back in business, the industry once again loves LA, and games are trumping other forms of entertainment. But it wouldn't have been possible without a little help from our famous friends...





FLYING THE FLAG: Jay-Z headlined Activision's DJ Hero promotion, supported by Eminem (above right), whilst Paul McCartney and Ringo Starr praised the new Beatles: Rock Band title at this year's busy E3

by Michael French in Los Angeles

THEY ASKED for 'razzmatazz', and boy did they get it.

E3 made a triumphant return from the brink this week with a show that was booming, but not bewildering; crowded but not chaotic.

After a troublesome two years attempting to downsize the event and turn it into an understated but ultimately suffocating showcase, this week publishers embraced glamour.

It struck the right balance between what the industry wants and needs – and it even attracted the cream of Hollywood, music and sport, further proving gaming's clout.

The message was clear: gaming continues to buck trends in the face of a global recession, and now it overshadows other mediums.

Tempting major celebrities to attend the event and back the various games on show only rammed the point home.

At its press conference to open the show, Microsoft managed to get remaining Beatles Sir Paul McCartney and Ringo Starr on stage – plus the widows of George Harrison and John Lennon – to toast the September arrival of *The Beatles: Rock Band*.

Just minutes after that jaw-dropper, Steven Spielberg joined Xbox head Don Mattrick to discuss the new 360 motion sensing camera, code named Project Natal. He had no product to announce and just wanted to talk about the 'game changing' technology, he said.

Tennis star Pete Sampras later attended EA's showcase to praise *Grand Slam Tennis*, whilst Ubisoft's conference boasted an appearance by Pele for its new *Academy of Champions* football title and also James Cameron, who lauded the publisher's approach to blend games and film for the new title based on movie *Avatar*.

Not to be outdone, Activision boasted the hottest ticket of the week, with a *DJ Hero* celebration party attended by Hollywood stars and featuring a two-hour set from Jay-Z and Eminem.

> ***"The industry today is more global, more about families... it's bigger, it's smaller, it's more than it's ever been."***
>
> ***John Riccitiello, EA***

The overall theme of the week was one of the increasing significance gaming has in consumers' minds – and the thoughts of other entertainment industries – plus its resilience despite a tough financial climate.

"Especially in the economy we have today, video games remain an excellent value proposition for consumers," said Activision CEO Bobby Kotick in a presentation to investors before the expo opened. He predicted unprecedented growth for the global games industry, saying it would be worth $55bn by 2012 – up from $38bn last year.

EA's John Riccitiello echoed the sentiments. He said: "The games industry is today more global, more about families… it's bigger, it's smaller, it's more than it's ever been."

■ *Turn over for key headlines and trends from E3*

PERSONNEL 22 RETAIL BIZ 27 NEW RELEASES 40 HIGH STREET 42 CHARTS 44

[LEADER]

GOOD SHOW – BUT COULD IT BE BETTER?

To answer my question from last week: Yes, the gamble paid off.

Once The Beatles (or what's left of them) opened the show, everyone knew this week that the best bits of E3 of old – the showing off, the joy the industry has for its games and the power of the medium – were back in play.

And the big-but-not-that-big attendance numbers helped kill off the worst bits, satisfying those that thought it was a sprawl in 2006, but that the '07/'08 shambles were a step too far towards insignificance.

Amongst attendees, cautious optimism during the first days turned to relief once all three format-holders had made their announcements, leaving room for the (by all accounts quality) meetings and demos over the following two and a half days.

So Los Angeles is back on the map for the games market – and E3 is once again a red-ringed week on the industry calendar, too.

And yet... was there an international flavour missing? Very possibly. Sure, the Brits were out in force. And there was a strong continental European contingent on hand throughout.

But the format-holder presentations were very US centric – and even the big publisher press conferences, such as those from EA and Ubisoft, seemed obsessed with the captive audience in the room rather than the global audience they serve.

FIFA 10, for instance – sure to be EA's biggest UK title of the year – was not mentioned at its presser. Key French-made PS3 exclusive *Heavy Rain* was a footnote at Sony's event. And there was also no SCEE-specific briefing for the European trade for the first time.

Good thing we've got that European expo of our own coming up in Cologne, then, where the titles that are most key for our territory will no doubt get to shine – and shine in front of the right audience.

It just goes to show that, even if E3 did successfully make a bid to reclaim its status, things have moved on irreversibly in some aspects.

THE WINNING MOVE

Unlike previous E3s, you couldn't really call any particular 'winner' out of the three format-holders and their press conferences at the show.

For a change, instead of just making slights of each others' efforts (oh, it happened – it just wasn't the focus), the three played to individual but collective strengths. In unison they proved why the industry actually works well as a market with three consoles and multiple handheld platforms.

Which meant the real E3 winner was the industry itself. The format holders were, when viewed collectively, all talking about the same, ambitious thing: chasing market growth and investigating hardware innovation through rewarding R&D.

Whether intentional or not, that's an impressive statement about how the forward-thinking games industry is the world's best entertainment medium. Who needs Ringo and Jay-Z, eh?

Michael.French@intentmedia.co.uk

NEWS

'It's the best controller

Microsoft's Project Natal becomes E3's most talked about reveal ● New

by Tim Ingham

THE CELEBS got the cameras flashing, but E3 2009's real jaw-dropping moment was the unveiling of Microsoft's motion-sensing Project Natal.

The revelation of the new tech – which both Steven Spielberg and Peter Molyneux are beavering away on – headed up a swathe of head-turning announcements from Xbox, which many at the Expo agreed was the platform holder's best-ever E3 showing.

Alongside the announcement of *Forza 3*, which will be released in October, Microsoft also showed off *Halo ODST* – which will arrive a month earlier – and Bungie's *Halo Reach*, due in 2010. The firm also announced *Crackdown 2* and unveiled its sexy new games on demand service.

Shocks from third parties were also abound, with Square Enix putting a release date of spring 2010 for *Final Fantasy XIII*. And Konami's legendary games producer Hideo Kojima announced that his next *Metal Gear Solid* adventure will be released on Xbox 360.

But the biggest impact – both in terms of press coverage and the instantaneous whooping from E3 attendees – was left for Project Natal.

***BLOCKBUSTER:** Microsoft's Don Mattrick introduced huge Project Natal fan Steven Spielberg at E3*

> *Microsoft's Project Natal is real-life technology that science fiction hasn't even written about yet.*
>
> **Peter Molyneux, Lionhead**

According to Microsoft, Natal can measure a player's body shape to precisely read full body movement.

Lionhead's Molyneux drew the biggest gasps when he showed off the studio's Milo – an on-screen companion to Natal who can 'talk', react and interact with the player.

Molyneux said of Natal: "This is true technology that science fiction hasn't even written about."

Sony ready to charm Wii and

PLATFORM holder Sony targeted the digital and casual consumer with its PSP Go and motion sensing PS3 controller.

The new PSP, which was leaked several days before the event, is a download-only machine – similar to Apple's iPhone – and will arrive on October 1st for the same price as the PSP 3000. Sony also announced an array of new PSP games, including *Gran Turismo*, *Resident Evil* and *Metal Gear Solid*.

"This is the next step in the evolution of the PlayStation Portable," said Kaz Hirai, president of SCE.

"This is for those that lead a more digital lifestyle, and have no need for tangible media such as UMDs.

"2009 will also see more big franchise titles released on PSP than any other time."

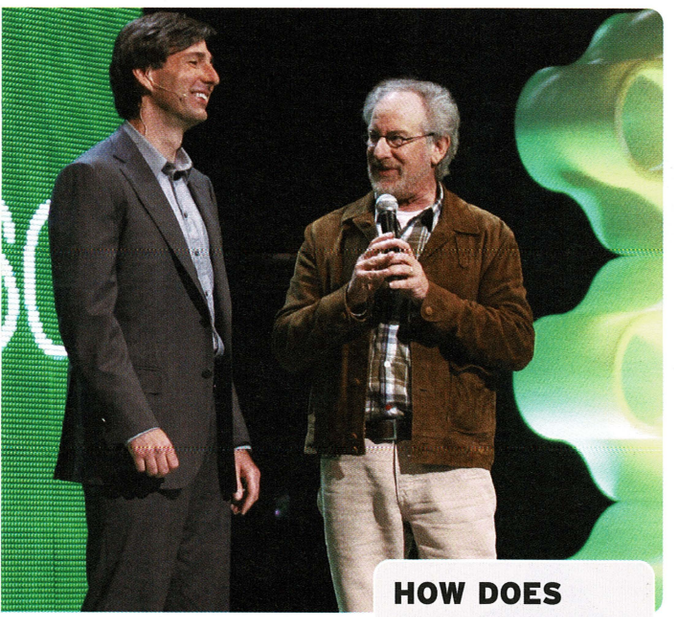
The PS3 motion controller was also demoed at E3, and works with the PlayStation Eye.

"Motion control gaming has been a phenomenon that has attracted a great deal of consumers," said SCEA president Jack Tretton. "We know a little something about

> *Other companies have asked you to imagine the future of games. It's been our pleasure to show it to you.*
>
> **Jack Tretton, Sony**

ever invented'

tech leads wave of impressive announcements



Xbox boss Don Mattrick added: "With Natal, everyone can join in using the best controller ever invented: you.

"For us, this E3 is about breaking down barriers between dreamers and the future in a way that only Xbox 360 can."

And director Steven Spielberg said: "The games I would have written last week have been thrown away. This is a whole new world, a whole new beginning."

Microsoft: 0870 601 0100

HOW DOES NATAL WORK?

Project Natal combines an RGB camera, depth sensor, multi-array microphone and custom processor. Its sensor tracks full-body movement and gamers' separate voices.

An infrared projector combined with a monochrome CMOS sensor allows Project Natal to see the room in 3D (as opposed to inferring the room from a 2D image) under any lighting conditions.

Wii Fit and Mario leads Nintendo's Q4 Charge

by Christopher Dring

NINTENDO revealed the key titles set to drive game sales on Wii this Christmas.

In a software-heavy E3 press conference, the platform holder revealed four new *Mario* games, including *New Super Mario Bros Wii* – the sequel to the DS original, which sold 18.4 million units.

The game is scheduled to hit shelves towards the end of the year, ahead of *Super Mario Galaxy 2*, which is due later in 2010.

Nintendo also announced the follow-up to last year's *Wii Fit*, *Wii Fit Plus*, which will arrive before Christmas as both a bundle with the Balance Board and as a standalone SKU.

Nintendo's US sales and marketing boss Cammie Dunaway explained: "There were millions of people that hadn't played games until they stepped on the Wii Balance Board.

"With fifteen million sold, *Wii Fit* now ranks besides other systems in terms of global install base.

"*Wii Fit Plus*, with the new personalisation options, will arrive this fall. This evolution of the *Wii Fit* phenomenon should keep Wii itself right where it has always been: top of mind."

Other products revealed at E3 this week included *Metroid: Other M* for Wii, the Wii Vitality Sensor, and DS RPG *Golden Sun*.

Nintendo: 01753 483700

iPhone consumers

this space, as we introduced the first true motion controller with EyeToy. We are now working to create an experience that is much closer to real life than anything you have ever seen."

Sony showed off an array of PS3 software, including *GT5*, *God of War III* and *Final Fantasy XIV*.

"This is going to be one of the biggest years in PlayStation history," added Tretton.

"Other firms ask you to imagine the future of games. It's our pleasure to show it to you."

Labels please crowd

IT WASN'T just the platform holders that ditched the Powerpoint presentations at E3 – as EA, Activision and Ubisoft focused on product.

EA Sports head Peter Moore revealed *EA Sports Mixed Martial Arts* – representing a new push into the fighting genre.

As expected, Ubisoft unveiled 3D game *Avatar* as well as Wii football game *Academy of Champions* and *Assassin's Creed 2*. Interestingly, the firm also briefly discussed its new social initiative, U.

Activision largely stuck to the script, but its demoing of *Modern Warfare 2*, *Guitar Hero 5*, *Blur*, *Tony Hawk Ride* and *DJ Hero* wowed the crowd – although not quite as much as its hosting of Eminem and Jay-Z's performance.

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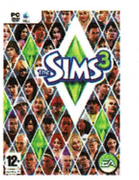
[PRE ORDERS] TOP 10



THE SIMS 3
PC
EA

2. UNCHARTED 2: AMONG THIEVES
PS3 ..... SONY

3. COD: MODERN WARFARE 2
PS3 ..... ACTIVISION BLIZZARD

4. COD: MODERN WARFARE 2
360 ..... ACTIVISION BLIZZARD

5. GHOSTBUSTERS
PS3 ..... SONY

6. RED FACTION: GUERRILLA
360 ..... THQ

7. OPERATION FLASHPOINT 2: DRAGON
360 ..... CODEMASTERS

8. PROTOTYPE
PS3 ..... ACTIVISION

9. FIGHT NIGHT ROUND 4
360 ..... EA

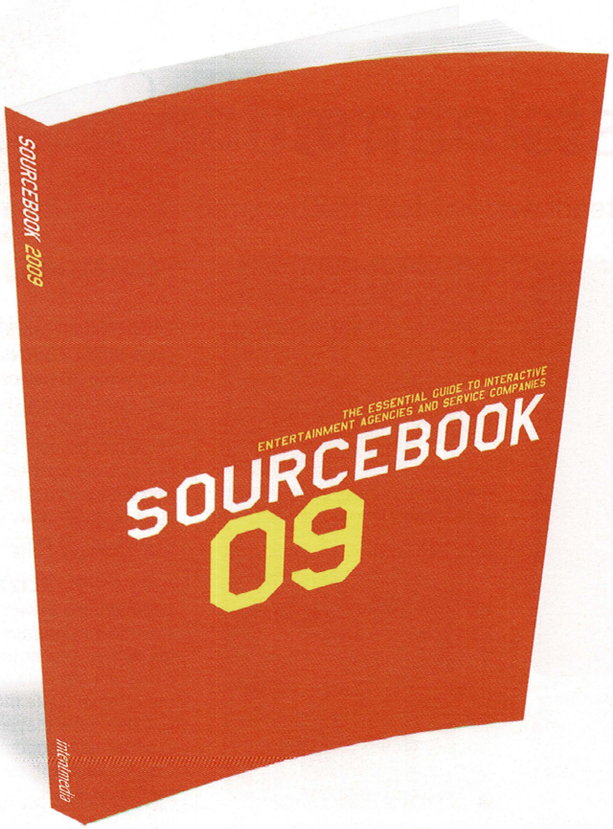
10. TEKKEN 6
PS3 ..... NAMCO BANDAI

Week ending ***June 5th***
Source: ***SHOPTO.COM***

[MARKET VALUE] £22.8m

Total UK Software Sales
Source: **ELSPA/ChartTrack and Intent Media**

NEWS



Accessories added to Sourcebook

The essential guide to video games trade services widens its scope for 2009 edition wit new section

THE SOURCEBOOK print and online directory returns this July, and comes complete with a new Gaming Accessories section.

Peripherals companies can now gain an all-year presence in front of *MCV, Develop, Mobile Entertainment* and *PCR* readers.

The sectors covered this year are:

- Creative & Promotional Services
- Gaming Accessories
- Distribution & Logistics
- International Distribution
- Legal Services
- Localisation
- QA & Testing
- Manufacturing Services
- Recruitment
- Software Development

Total print circulation of *Sourcebook* is 20,000 copies, whilst an online version will be promoted all year via *MCV, Develop, PCR, CasualGaming.Biz* and *Mobile Entertainment* websites.

The print edition will be inserted with all copies of *MCV* on Friday July 10th, plus relevant reader codes of *Develop, PCR, CasualGaming.Biz* and *Mobile Entertainment* in August.

Live distribution of the directory includes The Develop Conference in Brighton, The Brand Licensing Show and The London Games Conference.

■ *If you would like a listing in Sourcebook '09, please contact Rob.Baker@intentmedia.co.uk*

TAKING CARE OF **BUSINESS**

A year of two halves

With Q1 now behind us, analyst **Nick Parker** discusses the ever-changing world of console sales...

ONE SWALLOW doesn't make a summer and the first quarter sales results don't determine a year's forecast. My column this week looks to decipher the messages coming out from early sales returns this year.

So far this year, there has been a mixture of despair and celebration. Despair for Nintendo, seemingly losing momentum for Wii and DS and Sony still not committing to a PS3 price drop, but celebration as Xbox 360 year-on-year sales shoot above all competition.

These reactions from industry observers are premature and fail to appreciate the actual market dynamics driving the data.

Both Nintendo devices continue to perform well in Western markets but DS growth has been slowing down, especially in the US – making the arrival of the DSi in early April a well-timed strategy. The DSi has sold over two million units in Japan since its launch in November 2008. Nintendo will be looking for a repeat of this performance in the Western markets in the short to mid-term.

The combined factors of the introduction of the DSi, a paucity of new desirable Wii software and competition from other platforms has seen Wii sales drop off a cliff (down 60 per cent YOY) in Japan, continuing the trend that was started in the last quarter of 2008. In contrast, Wii sales are up by over a third in the PAL region and by almost 50 per cent in the US. April data in the US has revealed a more challenging picture for Wii sales trends but we should always consider the activities in year-on-year comparable periods and April 2008 was an outstanding month.

The PS3 has yet to get going, especially in the USA and UK, but with the expectation of a considerable price drop announcement in the coming months and a solid slate of titles set to hit the platform towards the end of the year, I am cautiously optimistic about its year-on-year sales potential.

Certainly by Q4 2009 I expect the PS3 to be on a much more competitive footing with its major rival, the Xbox 360.

There was one common trend in all markets – the significant year-on-year growth in sales of Xbox 360 hardware selling at a reduced price point compared to the first quarter 2008. Sales of the console in PAL, and specifically continental Europe, have been particularly robust. Indeed, I currently expect sales of Xbox 360 to be greater than last year until we reach the anniversary of the September 2008 price drop.

Although this price elasticity is a considerable achievement, I am cautious on Microsoft's ability to grow year-on-year sales in the final quarter of 2009 as sales in Q4 2008 were strong anyway and we also expect stronger competition from a reduced price PS3 when compared to last year. So I expect things to be more challenging for Microsoft in the final stages of 2009.

Overall, no great surprises so far. Indeed, hardware performance carried on much of the trends in Q4 2008. I still believe that the market dynamics are set to change markedly in the coming months as we embark yet again on a year of two halves for console hardware sales.

UNIT LIFETIME SALES AND YEAR-ON-YEAR UNIT SALES COMPARISONS

	Wii		Xbox 360		PS3	
	Lifetime	Q1'09 vs Q1'08	Lifetime	Q1'09 vs Q1'08	Lifetime	Q1'09 vs Q1'08
USA	19.6m	45.3%	14.9m	34.0%	7.5m	-14.0%
PAL	17.1m	36.0%	9.5m	54.0%	9.1m	7.9%
Japan	7.9m	-60.0%	1.0m	150.0%	3.0m	2.7%

(**Source:** Screen Digest)

Nick Parker is the founding partner of Parker Consulting Ltd, the industry's foremost advisors in strategic planning, business intelligence and research. Contact **nick@parkerconsulting.biz**

MOTHERLAND SE

At E3 we promised

lönsamhet* *profitability

Put us to the test!

A big thank you to all of you that took the time to visit our stand at E3 Expo. During the fair we promised to make you more profitable. Now is the time for us to prove it. Thanks to our gaming expertise we know what gamers want. Thanks to our retail and market expertise we know how to generate traffic in store. We always keep a stock in the range of 1,000,000 units and more than 3,200 titles which makes our stock of interactive entertainment products the markets widest and strongest. Add to this that we are easy-going, flexible and uncomplicated in our business cooperations and you will have loads of fun together with us along the way. In the end this will mean more profit for you and, having said this, we solve the Swedish language riddle in the headline –we want to be the partner that provides most profit to your business.

Game Outlet is Europe's leading provider of overstocks and close-outs for all platforms. The company's portfolio includes products from the world's leading interactive entertainment developers. Working in 45 countries Game Outlet supplies the market with more than 6 000 000 games every year.

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FRANCHISE FOCUS: MONSTER HUNTER

ARMED AND DANGEROUS: The wealth of customisable weapons, armour and items draw thousands of gamers to Mosnter Hunter

The Fight To Unite

Capcom is aiming to replicate the Japanese success of its Monster Hunter franchise in Europe. But can the ambitious publisher break down the social barriers required to do so with the upcoming Monster Hunter Freedom Unite? **James Batchelor** speaks with Capcom execs on both sides of the world...

MONSTER HUNTER may not be as popular on this side of the globe, but it is well known that the action RPG series has become a phenomenon in its home market of Japan. Perhaps less known is the extent of its popularity.

Last year, the PSP franchise outsold every title on every other format in Japan, even outperforming the titles such as the best-selling *Wii Fit* and other consistently strong performers on both consoles and handhelds.

Over 20,000 Japanese gamers applied for one of the 100 spaces available in the *Monster Hunter* Summer School, while a further group of 60 each paid £1,000 to go away on a *Monster Hunter*-themed holiday.

There are also over 150 merchandise spin-offs, covering everything from replica weapons and outfits, soft toys, books and even a *Monster Hunter*-themed café, complete with serving cats like those found in the games.

To say that the series has surpassed the publisher's expectations is something of an understatement – something that series creator and producer Ryozo Tsujimoto is still stunned by today.

"When *Monster Hunter* started, we were very ambitious about the title and, of course, we knew we wanted big sales," he tells *MCV*. "We hoped that a *Monster Hunter* game would one day hit one million sales, but no one back then could have ever expected that it would be as popular as it is now."

Capcom believes there's no reason why the franchise should not achieve the same success in Western markets. The publisher's research suggests that the various elements that appeal so much to Japanese consumers, particularly the four-player multiplayer, should translate perfectly to the likes of Europe and the US.

"No one could have ever expected that Monster Hunter would be as popular as it is now."
Ryozo Tsujimoto, Capcom

The multiplayer element is arguably the key to the franchise's success in its homeland, enabling up to four PSP owners to play together wirelessly as they work to complete quests and bring down the toughest monsters. The team-of-four dynamic has proven to be so popular, it's been known for businessmen to stand on street corners holding signs announcing they are playing *Monster Hunter*, waiting for complete strangers to join them. The subways are also often crowded with schoolchildren playing the game together.

"The difficulty we have in the UK is that we don't play games together with strangers outside of the safety of PSN and Xbox Live," says Capcom's head of UK marketing Stuart Turner. "If you're approached on a bus by someone you don't know, your instant reaction is along the lines of 'he's a mentalist' or 'he's going to rob me'.

"We need to get past this reaction if we want to make *Monster Hunter* a success in the UK. It's a massive challenge for us as we're not only trying to make a success of a title but we're trying to break down barriers to the way people play games and in some ways, the way they also view other people.

"It's important to understand, though, that before *Monster Hunter Freedom* launched in Japan, those same barriers existed there."

The father of *Monster Hunter* points out there are other hurdles that Capcom must overcome if the franchise is to truly penetrate the European markets. But he remains confident that with the right marketing strategy, the publisher can achieve this.

FRANCHISE FOCUS: MONSTER HUNTER

"Currently in Europe the *Monster Hunter* franchise has been fairly quiet, so the first step is to actually just spread the name," says Tsujimoto. "No one here knows what the game is so we just need to spread the name of *Monster Hunter.*

"The next step will be to explain and convey the information on what the game actually is. Then we want to let people play the game and experience it for themselves. Finally, we need to maintain support for the community, to keep people coming together playing the game. It's very important for Capcom to strategically plot this path."

Fortunately, Capcom is putting its full weight behind the latest entry in the series, the upcoming *Monster Hunter Freedom Unite.* Due for a timely release on June 26th, at the height of summer when gamers are out and about with their handhelds, the game is to be the subject of an extensive marketing campaign designed to introduce the joys of the *Monster Hunter* multiplayer experience to the seemingly oblivious Western gamers.

"We're working very closely with Sony on *Monster Hunter Freedom Unite* and have some exciting plans lined up, including being a key title in part of the Sony PSP campaign over the summer months," says Turner *(see Monster Ally, right).*

BRINGING PEOPLE TOGETHER

More importantly, the publisher has set up a Gathering Hall in Central London – an area where fans and potential buyers can sample the new game and its multiplayer shenanigans with complete strangers, in the manner it is intended to be played. The availability of multiplayer demo packs, consisting of four UMDs each, should also help to bring down the barriers Capcom is striving to remove from gaming.

"The power of getting people playing together in public takes the social element to another level, and differs massively from a faceless opponent via Live of PSN," says Turner. "This is, after all, a person sitting with you round a table in a café, on a train next to you, or under a cherry blossom tree in a park.

"The key difference is that the type of social gaming *Monster Hunter Freedom Unite* offers isn't constrained to a large TV in a front room but is out in the open on view to all to see including those passer-bys that haven't opted in yet.

"We're confident if we can get people to just trial the game in the UK with their friends, they'll love it."

MONSTER ALLY

Monster Hunter Freedom Unite's chances of success are bolstered significantly by the support Capcom has received from the PSP manufacturer itself.

Sony has poured considerable resource into the promotion of this third-party title in the hope that *Monster Hunter* and the PSP will mutually benefit each other.

"*Monster Hunter* is very important to both the PSP and the PlayStation brand, and Sony and Capcom are working together to ensure there is an extensive marketing campaign to support this game," says SCEE's product manager Claire Backhouse.

"We have a strong ATL campaign for *Monster Hunter* starting at the beginning of July. We have also included *Monster Hunter* as part of our summer campaign, which kicks of on June 26th.

"This offers our consumers and their families the opportunity to interact with PSP and win an overseas holiday, as well as tickets to theme parks and festivals within the UK.

"We believe that through both the solus game and the bundles with the silver PSP, *Monster Hunter* will help drive both PSP's software and its install base. If Japan is any kind of gauge for us, this will be a hardware shifter."

Although the first two PSP *Monster Hunter* titles have achieved acceptable sales levels in the West, now could be the perfect time for the franchise to truly take off. Despite its troubles competing with rivals' devices such as the DS and iPhone, the PSP is undergoing something of a resurgence this year, with key titles like *Rock Band, LittleBigPlanet* and *Assassin's Creed* on their way and more expected to be announced in the near future.

Sony has also renewed its marketing push for the handheld, releasing new bundles to retail designed for new, more casual consumers Asnd with *Monster Hunter* in a prominent position throughout this activity, initiatives such as Capcom's Gathering Hall can only serve to boost the franchise in the UK.

Ironically, while the world deems *Monster Hunter* to be directly responsible for the PSP's success in several territories around the world – including that of its home nation, Japan – the series' creator believes his games would not be where they are today if not for Sony's handheld.

"It was the move to PSP that we have to thank," Tsujimoto says. "The handheld meant players were meeting outside and advertising the game themselves. The fact is they could demonstrate the gameplay to anybody that they met with.

"That made it very easy for Capcom to maintain the hype by organising events and festivals based around the game, and those have proved very helpful for us."

Speaker Solutions from Logic3

SoundStation for Nintendo Wii

Speaker Dock & Dual Charge Stand

SoundStation for Wii offers a complete solution to listen, recharge remotes and store your Wii console and controllers.

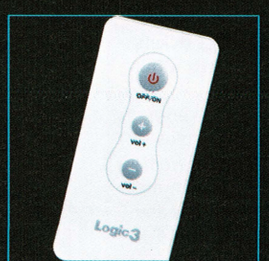
Designed exclusively to compliment the Wii, it also includes a Remote Control for the speakers and 2 x rechargeable batteries for your Wii remotes.

COMING SOON

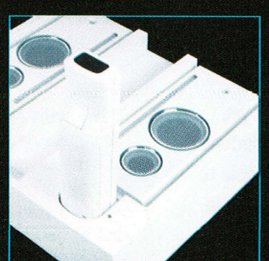
Key Specifications / Special Features:

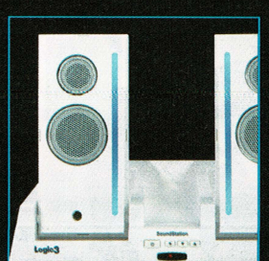
- Docking Station for recharging & music playback (6 Watts RMS)
- 2 x Recharging Docks & Batteries for Wii Remotes
- Storage areas for Wii Console, Remotes & Nunchuks
- Remote Control for speakers
- Soft blue light illumination
- Powered using Wii AC Adaptor

Wii



Remote Control for Speakers


Twin Docks for Recharging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MCV INTERVIEW
KENJI MATSUBARA, CEO, KOEI

Winning over the West

With a new name and a wealth of recently announced software, Tecmo Koei is preparing to dramatically increase its presence in the West. **Christopher Dring** speaks to Koei CEO Kenji Matsubara on the merger and the publisher's plans for Europe and the US...

What was behind the decision for Koei to merge with Tecmo?
We immediately began considering the merger after Square Enix had revealed their proposal for the company.

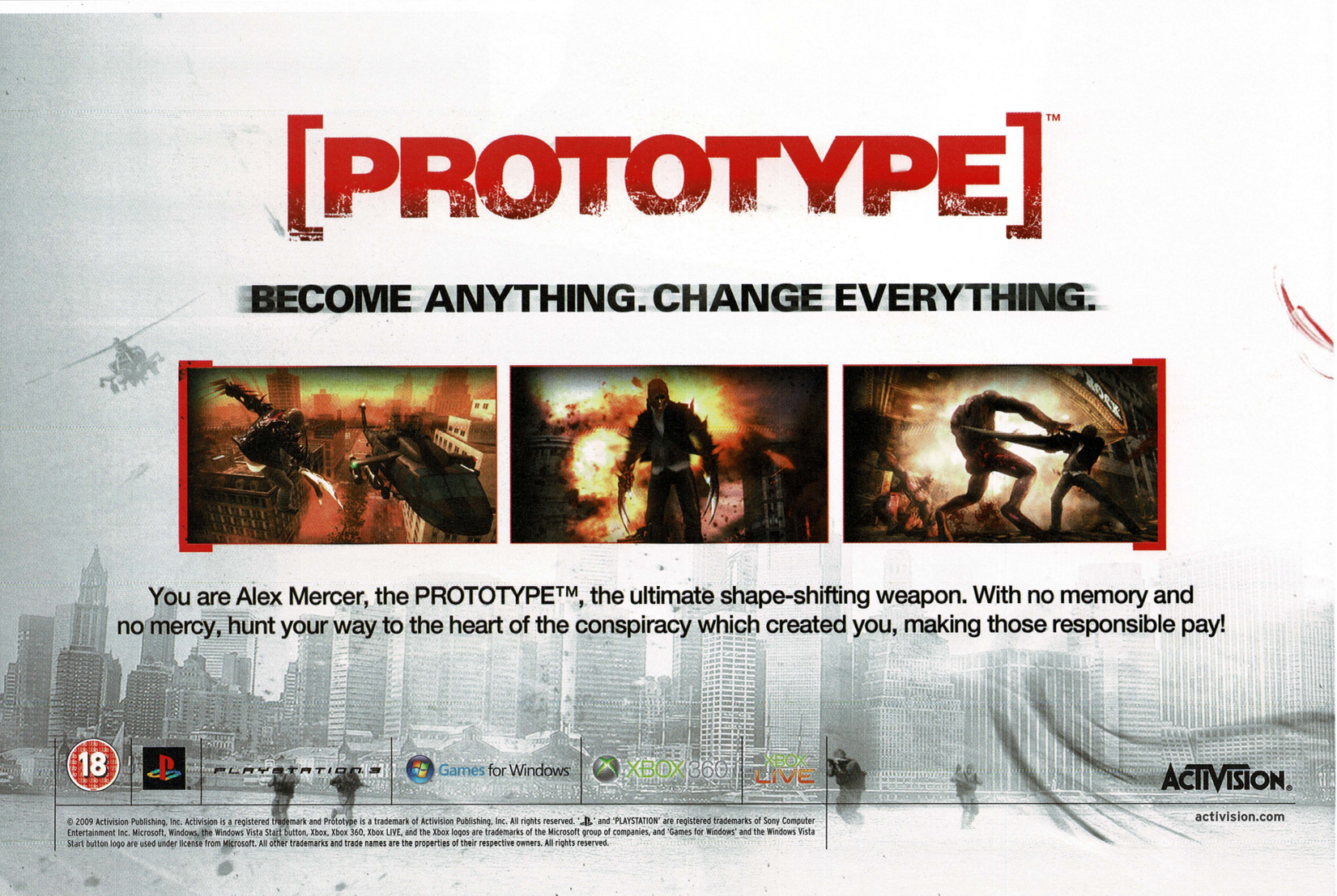
And why did Tecmo choose to align themselves with you over Square Enix?
After contemplating this from many perspectives – such as securing talented staff and development environment, as well as continuing its brand expansion and improving its corporate value – Tecmo chose to merge with Koei.

So what do you feel Tecmo can bring to your business?
We want to focus on the synergy we can bring about by working together. On top of that we need to improve our presence in the West, ensure a higher percentage of sales there, combine our strengths and make a new IP which will become the pillar of support for the two companies. We also need to focus on business and management, and make sure that synergy exists in these areas.

> *"The Western market is six times larger than the Japanese one, and it looks like the gap is going to widen."*
> ***Kenji Matsubara, Koei***

Considering the current climate in Japan, how important have Western territories become to Tecmo Koei?
As the console market is expanding in the West, it is shrinking here in Japan. The Western market is six times larger than that of the Japanese one, and it looks as if it's going to continue its growth and further widen the gap. Accordingly, our expansion into the Western market has become the most important part of our mid-term plan.

What are the challenges for publishers in Japan?
The main challenges are improving development skill, technology and effectiveness. There are many things that can be learned from the Western makers that lead the way on the 360 and PS3. Improving the development skill, technology and effectiveness really depends on each individual maker's efforts, but generally speaking, all Japanese developers really need to tackle these issues.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MCV INTERVIEW
KENJI MATSUBARA, CEO, KOEI

MATSUBARA: Koei's CEO is hoping that the publisher and Tecmo can grow in the West

How are you looking to grow your Western business?
Firstly, it is important to have our developers collaborate with sales and marketing in our overseas offices, have them understand the preferences of users in those regions and, rather than localising games, we need to focus on culturalising them from the very beginning of development.

Secondly, we need to make sure that *Legends of Troy*, which is developed for a more Western taste by our Canadian studio, is a success.

Finally, we must synergise and improve our presence with Tecmo in the West.

Would you be interested in acquiring any Western publishers?
Not at this moment in time.

So what about buying any development studios?
Not at this moment in time. Our first and foremost aim is to ensure that our Canadian studio can make titles aimed at the Western market.

You've said how keen you are to grow the Dynasty Warriors franchise inside and outside of Japan. How do you hope to do this?
In regard to this, we are going in two directions. Firstly, to expand the *Warriors* engine with the combination of unique and interesting content such as that of *Gundam*, as in *Dynasty Warriors Gundam* series. Secondly, to continue expanding on the series numbering titles, and to further improve the simple, yet exciting *Warriors* formula.

So what is Tecmo Koei's stance on the future of the games market? Do you view digital as a key trend?
Technical improvement in terms of hardware and software, and also user increase and diversification, will continue to evolve. Also, this industry will be reinforced with the activity of online services, such as cloud computing. Personally, my goal is to get more and more people playing games and be able to enrich people's hearts and minds through creating new titles.

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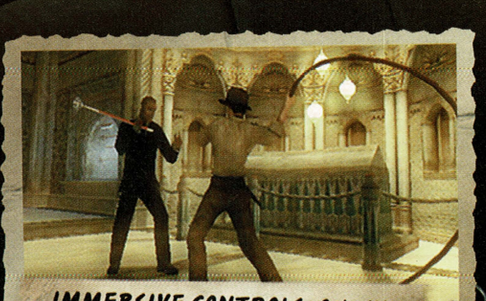

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TERRITORY REPORT: AFRICA

[THE FACTS: AFRICA]
Population: 922,011,000
Countries: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Côte d'Ivoire, Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

Gaming in the Dark Continent

Africa is not a continent known for its burgeoning video game industry. Yet with the popularity of mobile phones and a growing indie development scene, there are opportunities to be had. **Christopher Dring** investigates...

BEAUTIFUL AND dangerous, Africa is the second largest continent behind Asia, housing 15 per cent of the global population.

Yet in terms of the games industry, Africa may as well not exist. Aside from a handful of lesser-known titles developed in the territory (*Toxic Bunny*, anyone?), Africa's biggest claim to video game fame is that *Resident Evil 5* and *Far Cry* are set there.

But although the games market in Africa is small, and the development community even smaller, a market does exist. And it's beginning to grow.

"There are more than 40 countries in Africa and most of them have small economies," explains Wesley Kirinya, the CEO of Kenyan-based developer Sinc Studios. "The games market in Africa used to be very small. This was largely because consoles were considered expensive, and people were reluctant to buy PCs because the internet infrastructure was not developed.

"However, Kenya in particular has made good efforts when it comes to internet infrastructure, with the promise of cheaper bandwidth, and I expect the number of PC owners to increase by a large amount next year."

> ***"Consoles are expensive here, and the internet infrastructure isn't developed. But I expect that will change next year."***
>
> ***Wesley Kirinya, Sinc Studios***

There are currently just a handful of African game developers, while the general population has traditionally not taken the entertainment industry particularly seriously.

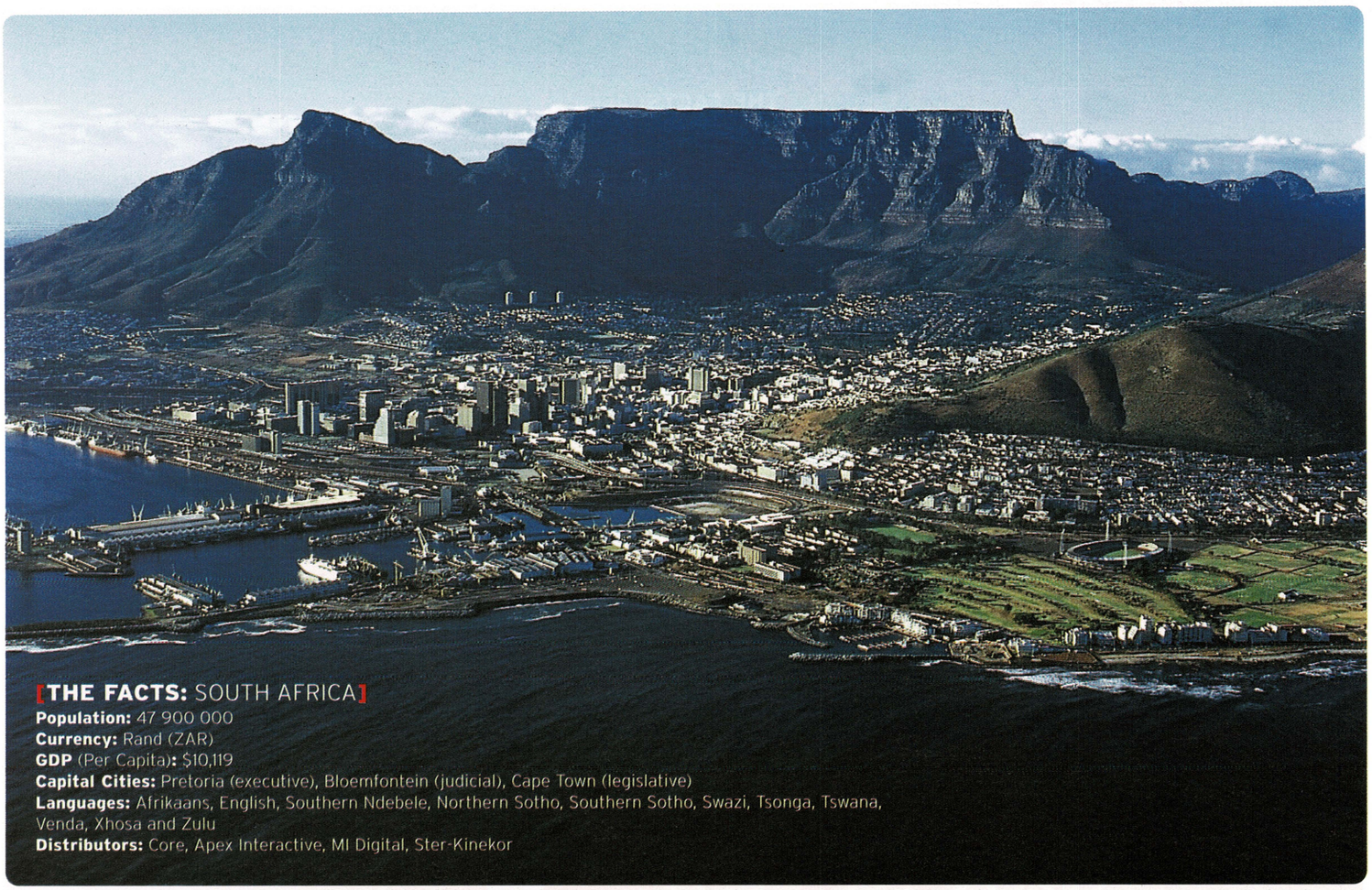
Yet one country in Africa that has enjoyed limited success in gaming is South Africa, one of the continent's more developed nations.

"A lot of African countries are still trying to cope with bigger problems than starting up a development industry – we're talking about places like Zimbabwe, which now has a thoroughly crippled economy," says Rodain Joubert, contributor to South African games magazine *Dev.Mag*.

"I'm unaware of any game development in areas aside from Kenya and Ghana, and even then I've only heard of isolated products and developers."

"But in South Africa, we do have the groundwork in place. Several game development studios are in existence, while online we have one or two

TERRITORY REPORT: AFRICA



[THE FACTS: SOUTH AFRICA]
Population: 47 900 000
Currency: Rand (ZAR)
GDP (Per Capita)**:** $10,119
Capital Cities: Pretoria (executive), Bloemfontein (judicial), Cape Town (legislative)
Languages: Afrikaans, English, Southern Ndebele, Northern Sotho, Southern Sotho, Swazi, Tsonga, Tswana, Venda, Xhosa and Zulu
Distributors: Core, Apex Interactive, MI Digital, Ster-Kinekor

development communities comprised entirely of South Africans.

"Right now we're seeing a high level of progress from the independent sector, and most developers are targeting platforms such as Xbox Live. Communities, which didn't even exist a few years ago, are now producing great games and *Dev.Mag* itself is also testament to the growth and unification of local developers."

Quinton Davie, procurement director of South African distributor Apex adds: "South Africans now have all major consoles available to purchase in local retailers, which 18 months ago was not the case. There is still a bit of jostling for top console, with the PS2 leading the race. PS2 software sales may have slowed in Europe, but it is still popular here."

Although PS2 is leading the way, console sales in South Africa are weak *(see Market Data, right)*, with low-end PCs and mobile phones the most popular formats. In fact, due to a monopoly on South Africa's telecoms industry, a vast number of the country's population own a mobile over a landline.

"The mobile market is extremely significant in Africa," says Dale Best, creative director of studio Luma Arcade.

"Lower-end phones trickle down as hand-me-downs into even the poorest areas. It's quite a phenomenon.

"The potential for mobile games in Africa remains huge as cell phones do have the highest penetration of any electronic device."

> ***If you convert Rand to Pound Sterling, South Africans have to pay £75 for new games. It's too expensive.***
> ***Dawid Venter, PC Format (SA)***

However, before South Africa can grow its industry, it has to overcome some serious challenges, including high distribution costs, piracy and a lack of home grown talent for developers.

"Pirated goods can be bought at flea-markets for as little as R100 – which is roughly £8," explains Dawid Venter, the digital editor of South African magazine *PC Format*.

"The average income per person here is £540, so paying up to £75 per new game – if converted straight from Rand to Pound Sterling – is just too expensive for most individuals."

Managing director of developer I-Imagine Dan Wagner continues: "In terms of development, most local talent here do not have the experience that you would pick up in the US and UK. The next difficulty is keeping the talent; employees are always attracted to working overseas.

"Another challenge is the Black Economic Empowerment laws [South African companies are required by law to employ and promote a set quota of previously disadvantages groups, including Black and Chinese].

"While one can understand the need for this law to correct the inequalities of the past, this can be a hindrance to a specialised industry such as games development."

Indeed, although South Africa is perhaps the most 'developed' of the African nations, it stills suffers from poverty, high crime and disease.

And finding its feet in an industry dominated by Europe, North America and Japan is a tall order.

Yet the general consensus among South Africa's development community is that there is an opportunity here. Due to the exchange rate and local costs, it is cheaper to develop games in the country than most European powerhouses. And South Africa's massive population is a consumer base largely untouched by video games.

Joubert concludes: "It is absolutely critical for developers to reach out to the international community. We have a small developer base. But we have an enormous potential audience, and if South Africans learn to sell themselves to the rest of the world, then we've already fought half the battle."

MARKET DATA

Although South Africa is developing fast, it is still a poor country, and console sales are weak - especially in comparison to the mobile phone and PC market. The figures below show the total lifetime hardware sales up to December 2008 (*courtesy of Parker Consulting*):

PlayStation 2	800,000
DS	37,000
PSP	170,000
Xbox 360	83,000
PS3	75,000
Wii	70,000

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Wayne Friday joins Bright Red

Ex-Vivendi man takes new role at distributor ● Lunch PR promotes duo ● Rare hires biz development boss

BRIGHT RED ■ Ex-Vivendi exec **WAYNE FRIDAY** has joined fast-growing UK distributor Bright Red Entertainment as business development manager.

The firm said his experience in the field of retail and publishing would aid it in its quest to support smaller publishers in getting their product to market in Europe.

Elsewhere, industry veteran **MARK WILLIAMS** has been promoted from general manager to commercial director.

Williams said: "Bright Red are entering a very exciting period in their ten-year history and we are delighted that Wayne has joined us.

THE FUTURE'S BRIGHT: Friday (left) and Williams (right)

"We recently moved to a new purpose-built facility in Milton Keynes and are in discussions with several parties concerning primary distribution sales functions in the UK, Europe and emerging markets."

LUNCH ■ The PR agency has announced the promotion of **IZZY HONOUR** and **CHRIS WARR** to the position of junior account managers. Both leave their positions as senior account executives.

Lunch PR's managing director **DANIELLE WOODYATT** said: "Having played vital roles on titles ranging from *Fallout 3* and *House Of The Dead* to *Sonic Unleashed* and *Wheelman*, Izzy and Chris have each proved that they are ready for the extra responsibility these appointments will bring.

"Their progression mirrors our collective ambition to grow in what is shaping up to be a very busy year for Lunch."

RARE ■ UK *Viva Piñata* developer Rare Studios has appointed **SHINTARO KANAOYA** as the company's first head of business strategy and development.

Shintaro boasts 16 years of experience working in the games industry. He started as a games journalist on *The Games Machine* and *Sega Pro*.

MICROSOFT ■ **KATE SZLENDAK** has left her position at Microsoft after two-and-a-half-years. She worked as UK PR executive.

RAILSIMULATOR ■ Former EA exec and ELSPA director **PAUL JACKSON** has announced the formation of a new UK publisher, *RailSimulator.com*. He takes the role of the new company's CEO.

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The Transformers are back in this action-packed movie tie-in. **Page 28-29**

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Codemasters' hilarious minions return to cause havoc in three new video games

SBK 2009 **P34**
Black Bean's popular motorcycle racer is back for a new year on multiple platforms

HISTORY: EMPIRES ROME **P35**
The History Channel moves into video gaming with this RTS for Nintendo DS

MY SIMS RACING **P35**
Another week, another new game in EA's Sims franchise, this time for Wii and DS

THE CONDUIT **P36**
Sega brings more mature content to Wii gamers in this promising FPS

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Gamebridge delivers its space-based DS first person shooters to retail

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Activision Blizzard complements the second blockbuster Transformers movie with the official game...

by Christopher Dring

AS WITH MOST blockbuster films arriving in cinemas this summer, *Transformers: Revenge Of The Fallen* will be accompanied with a video game release.

However, while many film tie-ins are heavily criticised on their questionable quality, developer Luxoflux is determined to buck the trend by treating the latest *Transformers* title as exactly that: a stand alone game.

"When we started this game, we knew we wanted to do something that was based on the film, but we didn't want to make a traditional film game," says Luxoflux's creative director Chris Tremmel. "We didn't want to be held up by the production and development of the film. So we set up a core game design structure we knew we wanted to go with regardless of the licence. Approaching it in a way that was primarily fun, with multiplayer, a unique feel and an innovative game mechanic really helped us in the beginning."

> *"We did a lot of reseach after the last game. Fans wanted to go online as Optimus Prime and Megatron."*
>
> **Chris Tremmel, Luxoflux**

Transformers: Revenge Of The Fallen is based the events of the second film, with players taking control of numerous Autobots and Decepticons and battling it out across various locations from around the world. Unlike the film, there is less emphasis on the human characters, giving true *Transformers* fans the mechanically focused experience they crave.

In order to ensure the game wasn't too independent from the film – satisfying the movie-goers who are most likely to pick up this title – Tremmel and his team went to great lengths to liaise with their Hollywood counterparts, including the renowned director behind the action flick.

"We met with Michael Bay and his team early on, and they wanted us to expand on the film as opposed to following it," explains Tremmel. "So this isn't your traditional movie style game. We're re-telling the story, but we're doing it from the *Transformers* perspective.

"Michael Bay pitched us his film, and we pitched him our game. He then

told us what his expectations were, and what he'd like to see, and what they were doing in the film that perhaps wouldn't translate.

"A lot of it was on the human side of things, because we didn't want playable humans in the game. Bayfilms have been really supportive.

"We've worked a lot with them on sharing assets and reading the latest scripts. We've also worked a lot with Hasbro, who have let us do things outside of the film."

Rather than following the event of the film directly, the game explores them from the perspectives of both the Autobots and the Decepticons. Each mission, either based on key moments from the film or original scenarios designed for the game, can be played from each faction's point of view, letting fans get to grips with their favourite characters.

In between missions, the Transformers congregate in their team's war room, where the plot will unfold and the next assigment will be detailed. For this, the developers enlisted the help of the Hollywood talent behind the characters, including Peter Cullen as the iconic voice of Optimus Prime.

PRIME SUSPECT

"We wanted to go back to the core appeal of the *Transformers* films, and a lot of it comes from the characters and their interaction with each other," says Tremmel. "So to do that, we've got this war room for the Decepticons and the Autobots, and the conversations that happen here are done by the real voices of the characters and are based on your performance in the game. Which adds for a pretty fun experience."

The various disguises of the Transformers also lend themselves to different types of gameplay, so not only will players be battling the robots in their normal forms, but they will also be racing along the roads and dogfighting over the clouds.

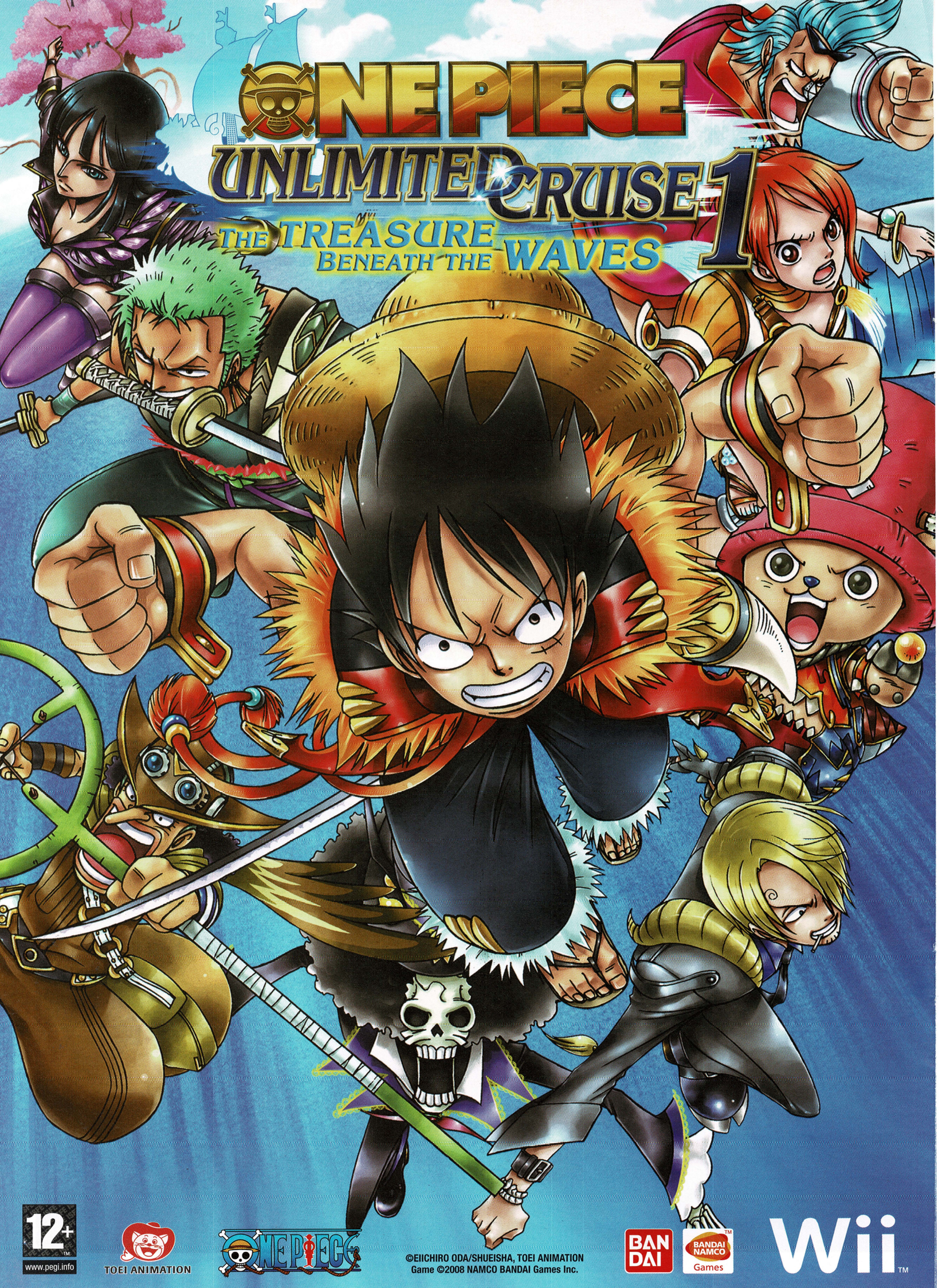
The developers have even re-designed some of the classic Transformers characters to suit the film's style, so fans of the toys and classic cartoons are bound to find a few of their favourites. In fact, keeping the *Transformers* fanbase happy has been one of the development team's main motivations.

"We did a lot of market research after the last game," says Tremmel. "We tested with games fans and *Transformers* fans to address a lot of the problems with the previous titles. The biggest thing was multiplayer. Fans wanted to go online and fight as Megatron and Optimus Prime.

"It has been a big responsibility for us. The fans of *Transformers* are rabid. Bay got death threats for putting flames on Opitmus Prime, for example. But we've managed to maintain our focus, so we can truly please the *Transformers* fans. I think we've managed to make a fun experience, and the best *Transformers* game to date."

The first *Transformers* film was a smash hit, and the game proved to be just as popular. With Luxoflux taking heed of any criticisms of the original, the second game should turn out to be even better and is guaranteed to perform well at retail.

"Because of our love of *Transformers*, our relationship with Hasbro, Dreamworks and Bay Films, and based on Activision's support and dedication to the licence, we have made this not feel like an opportunistic film tie-in game," Tremmel concludes.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RELEASED: JUNE 26
FORMATS: XBOX 360, PS3, PC (OVERLORD II)
WII (DARK LEGEND), MINIONS (DS)
PUBLISHER: CODEMASTERS
DEVELOPER: TRIUMPH STUDIOS (OVERLORD II)
CLIMAX STUDIOS (DARK LEGEND/MINIONS)
PRICE: VARIOUS
DISTRIBUTOR: GEM
CONTACT: 01279 822800

Codemasters unleashes a trio of titles riddled with evil, as its popular fantasy IP Overlord returns to retail...

by Christopher Dring

THE VAST majority of multi-format releases involve a game being tweaked and ported over to various platforms with minimal changes made. Not so with Codemasters' upcoming *Overlord* titles. While you could be forgiven for assuming the three games are largely the same, given their shared release date, they are in fact three completely different entities and as such the publisher has different expectations for each of them.

"*Overlord II* aims to build on the cult status of the original, whereas the two new Nintendo titles are something entirely different," says Codemasters' brand manager Dan Robinson.

"*Overlord Dark Legend* on the Wii shows what can be achieved on this platform – great graphics, a more next-gen type of game, and something that we think Nintendo fans have been waiting for.

"*Overlord Minions* on the DS is very much a puzzle-based game, which has similarities to *Zelda* and is perfect for this platform. Without a doubt though, they all deliver on what *Overlord* is all about. They are all funny and have been written by Rhianna Pratchett. Also, they all poke fun at something and provide things you don't get from other games."

> ***All three of these Overlord games are funny and offer entertainment you don't get from other games.***
>
> ***Dan Robinson, Codemasters***

For those unfamiliar with *Overlord*, the action RPG series can be viewed as the *Shrek* of the video gaming world, twisting the typical fantasy tale on its head by allowing players to experience a fairytale adventure from a rarely-explored perspective.

"When the original *Overlord* was released in 2007, it was described as being totally unique," says Robinson. "People were sick and tired of being the good guy, saving the world and living happily ever after. In *Overlord*, you got to be the bad guy."

Overlord II (the Xbox 360, PS3 and PC SKU) delivers on this concept once again, but goes the extra level with new features such as the Destruction/Domination Tyranny system. Under this mechanic, the way the character and world evolves depends on players' actions: if they simply seek to enslave the natives, they can reap rewards later, whereas if they follow the path of destruction, they will become a true demon of chaos.

LORDY: The new Overlord games offers smarter minions than in the first game

There are more interesting environments to explore, more mistresses to collect, and the minons you command are smarter, funnier and even more maniacal than before. They now have mounts, they go on their own missions without the Overlord, and they get dressed up in more costumes – all in the interest of expanding their leader's empire.

Overlord Dark Legend, the Wii version, follows a different story, set in a time before the original *Overlord* game. As with its predecessor, *Dark Legend* toys with fairytale mainstays, introducing characters that will be very familiar to gamers, such as Lil' Red, Gingerbread Men and the Tooth Fairy – each with an amusing *Overlord* twist.

"The advantages of the Wii platform is that you have more direct control over your horde of minions, which makes the use of the Wii Remote and Nunchuk more intuitive to the player as well," adds Robinson. "You can even pick up a minion, throttle him to charge him up and send him running off to the nearest enemy or breakable object to explode – literally like a walking time bomb."

Finally, the DS edition *Overlord Minions* also follows a unique story, running alongside the plot of Dark Legend. The player takes on the role of the Overlord and controls a crack commando team of four minions. This is accomplished via the stylus – there is no button play at all – and incorporates the touch screen perfectly. Gamers will need to use different combinations of minions to solve puzzles and progress through the game.

The original *Overlord* was highly popular thanks to its quirky humour and unique take on fantasy conventions, so anticipation is high for any form of sequel. The fact that three different games with different stories are all set for release on the same day should more than satisfy fans. As Robinson adds, the *Overlord* line-up is guaranteed to provide "something for everyone".

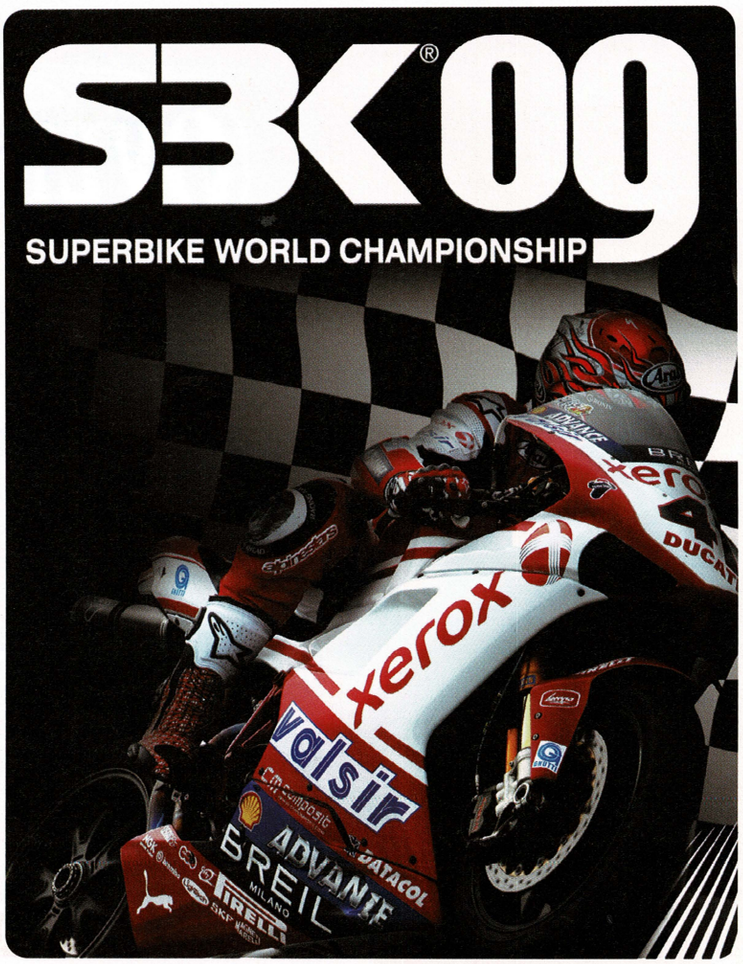
ONE **CAMPAIGN** TO RULE THEM ALL

Codemasters recognises that its trio of Overlord games will appeal to different audiences, and has therefore had to tweak its marketing plans to reflect this, targeting three different demographics:

- Print ads will be focused on the Nintendo market, with the Wii title *Dark Legend* at the centre of the campaign. Ads will appear in *NGamer* and *Official Nintendo Magazine* throughout June and July.
- The official website has already been launched and takes gamers to different pages depending on the title they choose.
- *Overlord* will be the main sponsor of *IGN.com's* E3 coverage for a week, and online banner ads will appear on major sites such as MSN, *IGN.com* and *Gamepot*.
- A wide-ranging television campaign will kick off on the games' launch weekend, with ads running on Dave, Virgin1, Bravo, Five and other channels.
- Point Of Sale materials will be available in the form of posters, standees, oversized game boxes, cube, banners and more. Digital files have also been supplied to retailers, allowing them to create their own *Overlord* POS.
- A themed outdoor activity will see *Overlord's* minions popping up in selected pubs around the UK at launch.

Black Bean's adrenaline-fuelled, highly-realistic motorbike racing simulator skids onto next-generation platforms this month...

by Christopher Dring



RELEASED: OUT NOW
FORMATS: 360/PS3/PC/PS2/PSP
PUBLISHER: BLACK BEAN/CODEMASTERS
DEVELOPER: MILESTONE
PRICE: VARIOUS
DISTRIBUTOR: GEM
CONTACT: 01279 822800

RACING enthusiasts are certainly spoilt for choice this year.

From *Fuel* to *Dirt 2*, past *Gran Turismo 5*, *Split/Second* and *Blur*, there is a plethora of promising racers due to hit shelves over the next 12 months. But in terms of two-wheels, there's one game in particular that gamers are looking forward to: the latest in Black Bean's ever-popular *SBK* series.

Based on the Superbike World Championship (a licence owned by Infront Motorsports), the game is set to feature all the official tracks, teams and riders to offer an authentic motorbike racing experience.

"*SBK09* is the state-of-the-art of motorbike simulation," says Black Bean UK marketing manager Dave Turner.

"The close relationship with Infront Motorsports has allowed an incredible co-operation with the teams and riders and their feedback, together with the critics and request by the fanbase has allowed Milestone to tune the game and make it incredibly realistic and at the same time extremely fun to play. It's easier for the beginner to get a grasp on handling and control as much as it is rewarding for the simulation lover or biker to see the two wheel monsters behave exactly as they woud in real life situations."

ON YOUR BIKE

The SBK championship has been growing steadily in popularity since 2007. The competition has seen some thrilling races over recent years, and its viewing figures have risen – even snatching some fans from rival championship *MotoGP*.

And it is this growth that has made Black Bean optimistic that this year's competition could be its biggest yet.

"The SBK Championship is growing bigger every year and 2009 is a real milestone: new manufacturers are joining in, BMW and Aprilia are making a comeback, new teams and riders take part in the competition and the attention of the fans is gathering around this motorbike series," adds Turner.

WHEELY GOOD: SBK 09 features BMW, Aprilia and more top manufacturers

"We are all really excited about how things are turning out this year and the game will be up to the expectations in terms of quality, playability, realism and, moreover, pure fun."

In order to improve on last year's game, developer Milestone has increased the realism of *SBK* even further, with revamped tracks and improved visuals, while an online mode, extra difficulty settings and customisable championship modes are sure to attract new fans.

> *"The game is up to expectations in terms of quality, playability, realism and, moreover, fun."*
>
> ***Dave Turner, Black Bean***

"The main keywords that can define *SBK09* are accessibility, graphics and online," continues Turner.

"There are five different layers of pre-set difficulty settings, ranging from basic to extreme simulation so that players will be able to choose where to start from.

"Every parameter can be tuned, and that is why *SBK09* will fit like a glove on every single motorbike lover on the planet.

"On the graphics side huge improvements have been made. The motorbikes and riders sport more polygons and details, the tracks have been completely revamped and upgraded to be as close to reality as imaginably possible, and new circuits have been added.

"3D environments have been created to put the player right in the middle of the Paddock area of the SBK World Championship. The online modes will feature the good old quick race, as well as two different completely customisable Championship modes: regular and team-based."

MOTORING FORWARD

Of course Black Bean isn't simply relying on a quality product to get the consumers through the door.

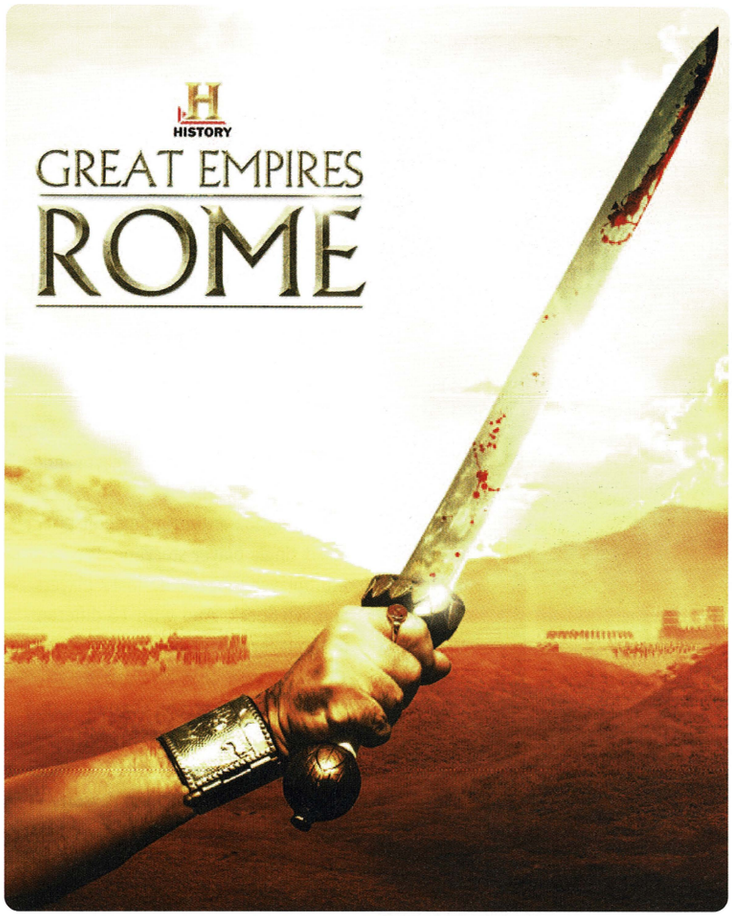
The publisher has planned an extensive marketing campaign, which includes a special form of TV promotion. At the beginning of every championship the worldwide broadcast will feature a 'virtual lap' produced by *SBK09*.

The game has its own dedicated website, backed by banner campaigns and a close relationship with the SBK official website. There will also be print advertisements in the SBK Championship Official Programme.

Other PR and marketing includes outdoor activity in this year's SBK paddock area, which features its own dedicated *SBK09* area.

Furthermore, *SBK09* is the main partner of the Pirelli Day, and the bikers there tried the game and practised on the in-game track before heading out to the circuit.

This promotion, coupled with an improved and realistic racing experience and a close relationship with the Championship itself, is sure to make *SBK 2009* a must-have for all motorcycling enthusiasts.



History TV channel moves from the box to the handheld in Great Empires Rome for Nintendo DS...

by Christopher Dring

LAUNCHED in 1995, The History Channel is a hugely successful cable and satellite TV show, that has spawned numerous sister channels.

Last year, the channel's name was changed to simply 'History', but is still responsible for leading programmes on historical events, places and people.

And now History is making its way to consoles, with a strategy game based on the Roman Empire.

"*History: Great Empires Rome* is a strategic game that will let you experience how it feels to be part of the Great Roman Empire," says BlackBean's UK marketing manager Dave Turner.

"By a clever balance between resource management, diplomacy and battle, you'll determine the fate of the most important empire that history has ever seen.

RELEASED: OUT NOW
FORMATS: DS
PUBLISHER: BLACK BEAN/CODEMASTERS
DEVELOPER: SLITHERINE
PRICE: £29.99
DISTRIBUTOR: GEM
CONTACT: 01279 822800

"The game makes full use of Nintendo DS touch controls, making it playable by everyone. We feel that it can find its place in the strategic genre for portable consoles."

HISTORY REPEATING

Basing titles around the History brand is a unique way of getting attention in a crowded DS market place. And BlackBean is confident that the deep gameplay, the marketing push (which includes print and online ads in specialist press, as well as in-store activity) and the fact versions are coming to PS2 and PSP later in the year, will make for another hit for the History brand.

"History is an important brand and we know that many people will appreciate the way it blends historical accuracy with a deep strategic gameplay," continues Turner.

"Though the DS format has an enormous catalogue of games, we feel History will take its rightful place.

"History is a solid video game franchise, as shown by the success of the previous game, *Great Battles of Rome*, for Sony PlayStation 2 and Sony PSP. Retailers can expect a steady and continuous demand for the game."

The Sims 3 isn't the only new iteration in EA's flagship franchise heading to retail this month...

by Christopher Dring

THE HEADLINES may be all about EA's highly anticipated *The Sims 3*, but the publisher's equally successful *MySims* spin-off series continues to grow.

The latest games to join the franchise is *MySims Racing*, EA's take on Nintendo's mega hit *Mario Kart*. Yet there's more to the game than just racing around, with plenty of things for gamers to customise and create.

"There's loads of classic karting fun to be had but there's also much more to enjoy in *MySims Racing*," says product manager Kerri West.

"As with all *MySims* titles, creativity and customisation play a key role. For example, players can create their own *MySims* character from all sorts of weird and wacky looks and spend time decking out their wheels with funky accessories and a cool paint job.

RELEASED: JUNE 19
FORMATS: WII, DS
PUBLISHER: ELECTRONIC ARTS
DEVELOPER: ELECTRONIC ARTS
PRICE: £34.99 (WII)/£29.99 (DS)
DISTRIBUTOR: CENTRESOFT
CONTACT: 01483 463000

"But this customisation is not all about aesthetics. Players must complete challenges to earn and unlock new parts for their racing machine. Mixing and matching engines, tyres, suspension systems and more is the way to max-out each vehicle's performance and the true competitors can use further strategy by mastering the art of drift and boost control.

"There's also a story mode focused on reinvigorating the once great racing city of Speedville by completing missions and winning championships."

On top of an array of gameplay modes and options, EA is also planning a full marketing campaign. This includes significant TV spend aimed at tweens and housewives, print placements within gaming and tween lifestyle press, as well as online activity.

The publisher is also planning a huge hands-on trial via nationwide consumer promotion and a tour within retail outlets. The game will have a sustained presence throughout the summer holidays to cater to the casual Nintendo consumer.

Expect kids and casual gamers to hunt down *MySims* when it hits shelves this month.

RELEASED: JUNE 26
FORMATS: WII
PUBLISHER: SEGA
DEVELOPER: HIGH VOLTAGE SOFTWARE
PRICE: £39.99
DISTRIBUTOR: CENTRESOFT
CONTACT: 0121 625 3817

Not since Ubisoft released Red Steel has the Wii had a first person shooter worth getting excited about, but Sega's The Conduit could be about to change all that later this month...

by Christopher Dring

DURING THE Electronics Entertainment Expo in 2008, the games press managed to go hands-on with High Voltage's promising new Wii first person shooter, *The Conduit*.

Journalists were instantly taken by the game's impressive audio, stunning graphics, fluid gameplay and superb controls, built using High Voltage's Quantum 3 Game Engine technology – and the acclaim quickly followed.

The game went on to receive various E3 awards. *IGN* gave it three accolades, including Best Wii Game, Best Wii Shooter and Best Graphics Technology on Wii. Meanwhile, *Gametrailers* called the title the best Wii game of E3 and *Edge Online* placed it in its Top 20 games of the show.

"From the outset when the title was seen at last year's E3 there has been great anticipation and excitement for *The Conduit*, which is being delivered by High Voltage's impressive proprietary engine Quantum 3," explains senior product manager Ben Walker.

"We believe *The Conduit* is delivering one of the most rounded FPS experiences on the Wii and is a real gamer's game and as such should perform strongly."

CONSPIRACY THEORY

Set in Washington DC, *The Conduit* takes gamers into a dark future where an alien invasion has rocked the country. A secret service agent called Mr. Ford must face off against an insect-like race with his arsenal of futuristic weaponry and a device called the 'All-Seeing Eye,' which adds a puzzle element to proceedings. However, not all is as it seems, with shady goings-on within the Government.

> ***"The Conduit is delivering one of the best FPS experiences on Wii and as such should perform strongly."***
>
> ***Ben Walker, Sega***

Gripping story aside, *The Conduit's* strength lies in its technology. High Voltage has set about squeezing every last drop out of Nintendo's Wii, with some incredible visuals. Yet just as important to the developer has been the game's controls and multiplayer mode.

"The quality of the award winning graphics is among the best seen on the Wii, but High Voltage were conscious that an FPS lives or dies by its controls and multiplayer aspects, so set about delivering a highly customisable control system and a robust multiplayer mode," continues Walker.

"Alongside an intriguing conspiracy-laced single player storyline, the multiplayer supports up to 12 players and Wii Speak. And with 13 different multiplayer modes to choose from, *The Conduit* really does give gamers a compelling first person shooter option on the Wii."

High Voltage's chief creative officer Eric Nofsinger adds: "First person shooter gamers want it all. They want precise controls, a fun single-player experience, a varied multiplayer offering, and yes they want high quality graphics. We understand this because we want these things ourselves."

HIGH EXPECTATIONS

Being such a high profile title, Sega is planning a big online marketing push for *The Conduit*. The firm has booked homepage take-overs and channel activity across your typical gaming websites, with similar placements on fan sites. Meanwhile, at trade level, Sega is set to have a good presence in-store, with premium packaging and content, which includes a hints and tips guide and three in-game items.

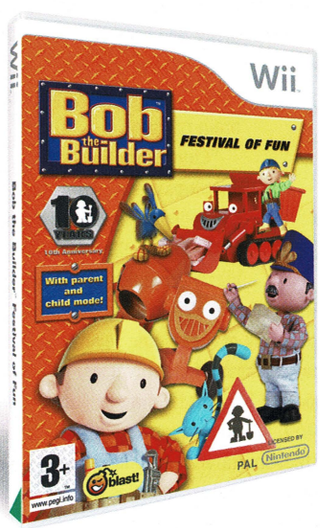
Although mature and core games can be seen as a risky proposition on Wii, Sega's recent success with *House of the Dead* has placed the publisher in a good position to launch another hit. And with Wii gamers starved of some quality core video games, *The Conduit* could be the answer to their prayers when the title hits shelves later this month,

Nofsinger concludes: "We have very high expectations of all of our games and *The Conduit* is no exception. We believe that gamers who play the title are going to appreciate all of the effort that our team has put into creating a truly remarkable gaming experience on Nintendo Wii."

VISUAL HIGH: The Conduit boasts some of the finest graphics the Wii has seen

Can Wii play it? Yes Wii can!

Bob the Builder™: Festival of Fun comes to Wii with parent and child cooperative play mode.



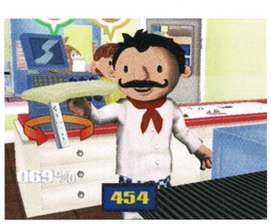
Bob the Builder™ provides complete collaborative gameplay for parents and young children to play together to complete a variety of tasks.

All ages working together to get Sunflower Valley ready for the Festival of Fun, blowing away leaves, building the venue and making the pizzas ready for the big event including a Bob the Builder sing-along and featuring all the well known Bob the Builder characters.

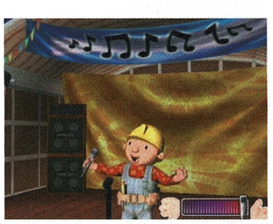
Bob the Builder is the number 2 pre-school boys brand in Germany and number 3 in the UK (NPD April 09)

Release date: Out Now **Price:** SRP £19.99

Lofty lends a hand



Pizza fun with Mr Sabatini



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MOON

Gamebridge moves to capitalise on the under-developed DS FPS market with its sci-fi adventure Moon...

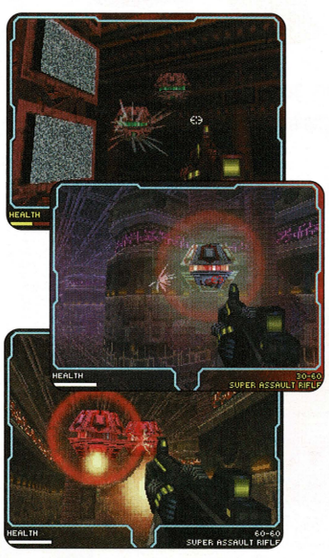
by James Batchelor

MOON, THE latest title from up-and-coming European publisher Gamebridge, seeks to revitalise a genre that remains largely unexplored on the DS: the first-person shooter. While FPS titles often lead the way on home consoles, they have yet to make an impact on the handheld, leaving an opportunity for growth that the company is keen to seize.

"We are expecting *Moon* to stand out to the gaming audience as a game that pushes the specs of the Nintendo DS to its limits whilst delivering a great first-person shooter at the same time," says Gamebridge's product manager Logan Gunasingham.

"Since the FPS genre on the DS falls under a niche market, we are hopeful that it can do well with both the typical DS gamers and a whole new audience who don't expect such style of gameplay to appear on the platform."

Moon sees players investigating a distress signal from a remote lunar outpost, which has reported strange energy readings and missing personnel.



***SPACE EXPLORATION:** Gamers investigate a strange distress signal in Gamebridge's Moon*

From the VR training missions to the main gameplay and the intricate storyline that drives the action, it's clear Renegade Kid has dedicated considerable time and effort to making this the highest quality game possible.

"The game delivers what FPS games on the Nintendo DS have failed on, running at an outstanding 60fps," adds Gunasingham. "It delivers killer graphics that push the DS to its limits and is even packed with an epic sci-fi storyline that will take players on a journey literally out of this world.

> *"Moon appeals to core gamers. What usually gets lost on other consoles can stand out on the DS."*
>
> ***Yen Hau, Rising Star Games***

Marketing and promotion for *Moon* will be handled by Rising Star Games.

"*Moon* is very much a title that appeals to core gamers and is proudly presented by Rising Star Games," says Rising Star's product marketing assistant Yen Hau. "What usually gets lost on other consoles strangely stands out on a format with a higher percentage of casual gamers."

RELEASED: JUNE 26
FORMATS: DS
PUBLISHER: GAMEBRIDGE
DEVELOPER: RENEGADE KID
PRICE: £29.99
DISTRIBUTOR: MASTERTRONIC / RISING STAR GAMES
CONTACT: 01582 433700

As a result, Rising Star's marketing and PR strategy will remind gamers that the DS is not solely the domain of puzzle games and brain trainers.

"Our promotion will encompasses all relevant specialist press as well as most of the best-selling male lifestyle publications," says Hau. "We are also looking into the possibility of organizing several activities that celebrate the anniversary of the Apollo 11 moon landing on July 20th 1969. It was a milestone in human achievement and we take great pride in having a product that ties in closely with this remarkable feat.

"*Moon* is released three weeks prior to its 40th anniversary and we hope our activity will not only do the game justice but also remind people of what Neil Armstrong and his team achieved."

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Hollywood to dominate shelves in June

Indiana Jones and Ghostbusters bring cinematic flair to retail as the big screen icons prepare for their latest video game outings, going up against more traditional properties like Monster Hunter, Imagine and MySims...

TITLE	FORMAT	GENRE	PUBLISHER	TELEPHONE	DISTRIBUTOR
JUNE 12th					
Be Rich!	PC	Casual	Focus Multimedia	01889 570 156	Open
Casper's Scare School - Spooky Sports Day	Wii / DS	Kids	Blast	01889 570 156	Open
EA Sports Grand Slam Tennis	Wii	Sports	EA Sports	0121 625 3388	Centresoft
Galactik Football	DS	Sports	505 Games	0121 506 9585	Advantage
Guilty Gear II: Overture	XBOX 360	Action	505 Games	0121 506 9585	Advantage
Hail To The Chimp	XBOX 360 / PS3	Action	South Peak	0121 625 3388	Centresoft
Horrible Histories: Rotten Romans	DS / PC / Wii	RTS	Slitherine	0870 027 0985	Koch
Indiana Jones And The Staff Of Kings	PSP / DS / Wii / PS2	Action/Adventure	Activision Blizzard	0121 625 3388	Centresoft
Mystery Case Files: Madame Fate	PC	Casual	Focus Multimedia	01889 570 156	Open
Mystery Case Files: Prime Suspects	PC	Mystery	Focus Multimedia	01889 570 156	Open
Mystery Chronicles: Murder Among Friends	PC	Mystery	Focus Multimedia	01889 570156	Open
Pirates vs Ninjas Dodgeball	Wii	Sports/Action	South Peak	0121 625 3388	Centresoft
Prototype	PC / PS3 / XBOX 360	Action	Activision Blizzard	0121 625 3388	Centresoft
Super Dodgeball Brawlers	DS	Sports	505 Games	0121 506 9585	Advantage
JUNE 19th					
Brain College: Ancient Quest Of Saqqarah	PC	Self-Improvement	City Interactive	0845 362 7769	Trilogy
Brain College: National Geographic - Herod's Tomb	PC	Self-Improvement	City Interactive	0845 362 7769	Trilogy
Brain College: Stoneloops	PC	Self-Improvement	City Interactive	0845 362 7769	Trilogy
Drama Queens	DS	Simulation	Majesco	0117 373 6151	Open
Emergency Rescue	DS	Action	505 Games	0121 506 9585	Advantage
Far Cry 2 (Classic/Platinum)	XBOX 360 / PS3	FPS	Ubisoft	0845 362 7769	Trilogy
Fun Park Party	Wii	Mini-games	Ubisoft	0845 362 7769	Trilogy
Ghostbusters: The Video Game	PS3 / PS2	Action/Adventure	Sony	0121 625 3388	Sony
I Love Beauty: Hollywood Makeover	DS	Simulation	City Interactive	0845 362 7769	Trilogy
Imagine Champion Rider 2009	PSP	Simulation	Ubisoft	0845 362 7769	Trilogy
Let's Tap	Wii	Party	Sega	0121 625 3388	Centresoft
Mary King's Riding School 2	Wii	Simulation	Ghostlight	01376 555333	Open
Mean Girls	DS	Simulation	505 Games	0121 506 9585	Advantage
My Pet On The Farm	DS	Simulation	505 Games	0121 506 9585	Advantage
My Pet Parrot	DS	Simulation	505 Games	0121 506 9585	Advantage
MySims Racing	Wii / DS	Racing	EA	0121 625 3388	Centresoft
Petz: My Baby Hamster	PSP	Simulation	Ubisoft	0845 362 7769	Trilogy
Petz: My Puppy Family	PSP	Simulation	Ubisoft	0845 362 7769	Trilogy
Pony Life (Whitakers)	DS	Simulation	Deep Silver	0870 027 0985	Koch
Rock Band Unplugged	PSP	Music	EA	0121 625 3388	Centresoft
Rygar: The Battle Of Argus	Wii	Action/Adventure	Rising Star Games	01582 433 700	Centresoft
Sushi Academy	DS	Mini-games	City Interactive	0845 362 7769	Trilogy
The Munchables	Wii	Action	Atari	0121 506 9585	Advantage
JUNE 26th					
Anno 1404	PC	RTS	Ubisoft	0845 362 7769	Trilogy
ARMA 2	PC	Action	505 Games	0121 506 9585	Advantage
Art Of Murder: Hunt For The Puppeteer	PC	Mystery	City Interactive	0845 362 7769	Trilogy
Battlestrike: Shadow Of Stalingrad	xx	Action	City Interactive	0845 362 7769	Trilogy
Beauty Salon	DS	Simulation	505 Games	0121 506 9585	Advantage
Big Foot Collision Course	DS / Wii	Action	Zushi	01279 822 800	Gem
Brain College: Blood Ties	PC	Self-Improvement	City Interactive	0845 362 7769	Trilogy
Brain College: Lost Island	PC	Self-Improvement	City Interactive	0845 362 7769	Trilogy
Dynasty Warriors 6: Empires	PS3 / XBOX 360	Action	Koei	01462 476 130	Open
Fight Night Round 4	XBOX 360 / PS3	Fighting	EA	0121 625 3388	Centresoft
Ice Age: Dawn Of The Dinosaurs	360 / PS2 / PS3 / Wii / PC / DS	Action	Activision Blizzard	0121 625 3388	Centresoft
Imagine My Boutique	DS	Simulation	Ubisoft	0845 362 7769	Trilogy
LEGO Battles	DS	RTS	Warner Games	0121 625 3388	Centresoft
Logic Machines	DS	Puzzle	City Interactive	0845 362 7769	Trilogy
Monster Hunter Freedom Unite	PSP	RPG	Capcom	0121 625 3388	Centresoft

MUSTSTOCK ..INDIANA JONES: STAFF OF KINGS

Released: June 12th
Format: Wii, DS, PSP, PS2
Publisher: Activison Blizzard
Distributor: Centresoft
Contact: 0121 625 3388

The adventurous archaeologist prepares for one of his biggest expeditions ever as he travels the globe in search of Moses' staff. Packed with extras, the Wii version also includes motion controls, enabling gamers to punch Nazis and crack whips like Indy himself.

MUSTSTOCK .....GHOSTBUSTERS

Released: June 19th
Format: PS3, PS2
Publisher: Sony
Distributor: Centresoft
Contact: 0121 625 3388

After 18 years and three publishers, the Ghostbusters are finally reunited. Consumers don the boiler suit of a rookie Ghostbuster under the tutelage of Murray, Aykroyd, Ramis and Hudson as they battle Gozer's minions and (of course) the Stay Puft Marshmallow Man.

be inspired

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The Develop Conference is an inspiring place – over 80 great sessions given by a host of international development experts and around 1200 developers getting together to share ideas, learn from each other and socialise.

develop evolve

Plus this year there's innovative new content with the launch of **EVOLVE** – a new one-day event which will open the Develop Conference on Tuesday 14 July and a new track within the conference on Wednesday 15 July.

Here's a taste of this year's programme:

KEYNOTE

Conference Keynote
David Jones, Founder, Realtime Worlds

ART

Keynote The Art of LittleBigPlanet – A Big Medley
Kareem Ettouney and Mark Healey, Co-founders, Media Molecule

AUDIO

Keynote The Runtime Studio in Your Console:The Inevitable Directionality of Game Audio
Guy Whitmore, Director of Audio, Microsoft Game Studios

BUSINESS

Keynote Out of the Box(ed Product): Thinking for an Online Age
Jeff Hickman, Executive Producer, Mythic Entertainment

CODING

Open Software for Closed Hardware
Steve Goodwin, SGX Engine

DESIGN

Keynote Building LEGO Worlds – online, offline, and everything in between
Jonathan Smith, Development Director, Travellers Tales

EVOLVE

Keynote Resetting the Game
David Perry, Industry Consultant

PRODUCTION

Keynote Bridging The Gap Experiences Learned with Agile Project Management across Multisite, Multicultural and Multilingual Project
Lisa Charman, Ubisoft and Patric Palm, Hansoft

THE DEN

Making Videogames History: Starting the National Videogames Archive
Iain Simons, National Videogame Archive

Other speakers confirmed include:

Autodesk • Bizarre Creations • Blitz Games • Chillingo • Climax • Creative Assembly • comScore • Crytek • Denki • Disney Black Rock Studios • Eutechnyx • Fishlabs • FluffyLogic • Glu Mobile • Google • Guerrilla Games • Gusto Games • ICO Partners • Kerb • Lightning Fish Games • Lionhead • Matmi • MySpace • Nokia • Mediatonic • Microsoft • ngmoco • Playfish • Rare • Team 17 • The Mustard Corporation • Silicon Knights • Sidelines • Tag Games • Zoe Mode

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[RETAIL REACTION]

HOW THE OTHER HALF LIVES

MCV's news analysis of GAME's fiscal results highlighted the fact that the retailer reported their level of pre-owned sales. I wonder why GAME has done that now?

When you produce record results during a period when many publishers have been having a tough time, I can imagine a few account managers raising eyebrows in their direction.

My eyebrows raised when I saw how low the figure was. Playtime's mix was always around 45 per cent pre-owned. As we grew it dropped, but in the early days it was over 50 per cent – so to see GAME's at below 20 per cent shows just why they can go public with it. If you are a publisher berating specialist retailers for having their cake and eating it, the wind has been taken out of your sails somewhat.

"Pre-owned could well represent only 10 per cent of the UK games market – certainly not enough to drastically change the fiscal results of hard pressed developers and publishers."

I would estimate GAME's market share is around 30 per cent in the UK. This means their 18 per cent of pre-owned sales is approximately five per cent of the UK market. The majority of UK games retail is largely made up of supermarkets, and non-specialist entertainment retailers, with very few offering games trade-in schemes.

So, pre-owned could well represent a mere 10 per cent of the market – certainly not enough to drastically change the fiscal results for most hard pressed developers and publishers if it were to stop.

Gareth Rowbotham
Former manager of Playtime Multimedia

INDIE CHARTS - ALL FORMATS

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		**UFC 2009: UNDISPUTED** FORMAT: 360 DEVELOPER: YUKE'S OSAKA PUBLISHER: THQ	
2	NEW	**UFC 2009: UNDISPUTED** PS3	THQ
3	NEW	**POKÉMON PLATINUM** DS	NINTENDO
4	NEW	**BIONIC COMMANDO** 360	CAPCOM
5	6	**WII FIT** Wii	NINTENDO
6	3	**X-MEN ORIGINS: WOLVERINE** 360	ACTIVISION BLIZZARD
7	NEW	**BIONIC COMMANDO** PS3	CAPCOM
8	NEW	**EA SPORTS ACTIVE** Wii	EA
9	NEW	**DAMNATION** 360	CODEMASTERS
10	10	**MARIO KART** Wii	NINTENDO

Charts compiled by Game Guide/Complete EPOS Solutions. For more information about Complete EPOS Solutions call 01543 370002. For more information about the Game Guide call 01606 836347.

RETAIL BIZ: NEWS

MCV offers a weekly digest of the latest news on the High Street...

PC WORLD'S BIGGEST EVER AD CAMPAIGN

PC World has launched a major ad campaign, with an emphasis on meeting particular customer needs, instead of the traditional low price point message.

According to *Retail Week*, the new campaign will run with the strapline: 'Whatever your world, PC World.'

The two commercials, developed by M&C Saatchi, represent the single biggest marketing investment that PC World has ever made. The ads aired during the finals of the Champions League and *Britain's Got Talent*, with cinema slots booked for over 2,500 theatres nationwide.

"The new ads put the customers' needs at the heart of the campaign," said PC World's marketing director Niall O'Keefe.

"Our core skill is about getting the right balance between having the technical know-how and being able to listen to our customers and understand their specific needs so we can best advise them on the right solution."

LIKE-FOR-LIKE DECLINES AT GAMESTOP

While questions regarding gaming's resilience to the recession are being asked with increasing frequency, GameStop posted year-on-year gains for the quarter ending May 2nd – though the all important like-for-like numbers showed a slight decline.

Net earnings for the period hit $70.4m, a year-on-year increase of 13.4 per cent. Sales were also up, climbing 9.2 per cent to $1.98bn. However, slow sales in Europe were blamed for a like-for-like annual decline of 1.5 per cent.

Name-dropped for their successes were Capcom's triple-A a duo of *Resident Evil 5* and *Street Fighter IV*, as well as the newly redesigned Nintendo DSi – though there were no individual successes to rival last year's *Grand Theft Auto IV*.

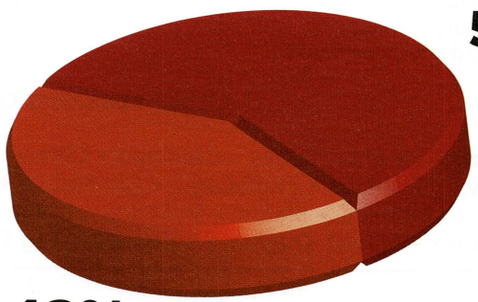
SONY OFFERS INFAMOUS-BUNDLED PS3

Sony has released a new PS3 bundle in the UK, comprising of an 80GB SKU and a copy of its superhero action title *inFamous*. The bundle is the latest move in Sony's aim to provide value to consumers without outright cutting hardware prices. Confirmed via Amazon.co.uk, the package has an RRP of £299 – the same price as an 80GB PS3.

FOR UP-TO-DATE NEWS ON THE LATEST DEVELOPMENTS ON THE UK HIGH STREET, CHECK OUT:
WWW.MCVUK.COM/RETAIL-BIZ

MCV POLL

DOES RETAIL NEED MORE INTERACTIVE OPPORTUNITIES LIKE HMV'S GAMERBASE?



58% YES

42% NO

Opinion seems to be divided on the potential of interactive retail experiences such as HMV's Gamerbase. But the majority of participants in the latest *MCV* online study believe this concept needs to be explored in stores.

Take part in MCV's next poll at www.mcvuk.com

Wii™

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MARGIN MAKER

With the likes of *Monster Hunter* going strong, there is still a viable market for PSP accessories, and A4T has two essential bundles for any fan of Sony's handheld.

The 4Gamers Officially Licensed Clean And Protect Kit offers a basic level of protection for the PSP in the form of a material slip case in which consumers can store the device. A wrist strap is also included to prevent gamers from dropping their handheld. Finally, an anti-

static cloth and screen protector will ensure the screen remains clear.

For those seeking more from their bundle, the 4Gamers Officially Licensed Premium Travel Kit features a genuine leather slip case, with a sturdy leather wrist strap. An extra storage case is also included, which can hold several UMD disks and two Memory Stick Duo cards.

A4T: 01204 369 220

DEAL OF THE WEEK

Play.com is offering both the black and white versions of the Nintendo DSi for only £129.99. The deal includes a free matching accessories pack, which includes a storage case, USB car charger, USB data cable, two spare styli and a cleaning cloth.

FROM THE FRONTLINE

This week, **Nindie.com** speaks to Mark Conacher and his staff from Console Connections...

Has the loss of Woolworths and Zavvi been a benefit to you at all?
I wouldn't say that the loss of Woolies has benefited us greatly. We deal a lot in pre-owned and trade-ins and that's something Woolies tried and failed at. After all, we're the games specialists.

What has been performing particularly well for you?
DS seems to be going well, and always performs well over the summer months. Some of our best-selling lines are *Wii Fit* and *Mario Kart*. Both titles have proved to be very popular. The DSi was off to a slow start but over the last week or so sales have picked up dramatically.

What's been underperforming?
I would say new releases are slightly slower than usual and we have found this is reflected in publisher shortages and certain publishers' pricing, which make it difficult to compete. They are also being cautious.

How has the market been for you so far this year?
The market this year started off a little slower than last year. However, pre-owned titles have picked up greatly - whether or not this is down to the current financial situations, I am not too sure.

What games are you most looking forward to this summer?
I would say that the games that are most anticipated in our store at the moment are *UFC, Tekken 6,* and *Ghostbusters,* which I know both my staff and customers are very eager to play.

PRICE CHECK

Punch-Out!
Wii, Capcom

Bionic Commando
360, Capcom

Damnation
PS3, Codemasters

Pokémon Platinum
DS, Nintendo

EA Sports Active
Wii, EA

IN STORE: STOKE-ON-TRENT

GAME	£39.99	£39.99	£39.99	£32.99	£44.99
hmv	£37.99	£34.99	£39.99	£27.99	£39.99
TESCO	£28.87	£29.87	N/A	£24.87	£37.87
Sainsbury's	£34.99	£32.99	N/A	£20.99	£34.99

ONLINE

amazon.co.uk and you're done	£29.99	£29.96	£39.99	£24.99	£34.96
XOMY.COM	£34.95	N/A	£24.95	£24.95	£37.95
games 4u	£29.95	£27.95	£34.95	£27.95	£34.95
Gameseek.co.uk the web's favourite gamestore	£31.97	£32.97	£29.97	£27.97	£39.97

TO TAKE PART PLEASE CONTACT:
JAMES.BATCHELOR@INTENTMEDIA.CO.UK

Check out RETAILBIZ at WWW.MCVUK.COM

OFFICIAL UK CHARTS

NINTENDO DS [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**POKÉMON PLATINUM** DEVELOPER: NINTENDO PUBLISHER: NINTENDO	
2	3	THE MYSTERY OF THE MUMMY	UBISOFT
3	2	PROFESSOR LAYTON: CURIOUS VILLAGE	NINTENDO
4	4	DR KAWASHIMA'S BRAIN TRAINING	NINTENDO
5	7	MARIO KART DS	NINTENDO
6	6	MARIO & SONIC AT THE OLYMPIC GAMES	SEGA
7	8	NEW SUPER MARIO BROS.	NINTENDO
8	14	HANNAH MONTANA: THE MOVIE	DISNEY
9	5	RHYTHM PARADISE	NINTENDO
10	NEW	MYSTERY STORIES	GSP/AVANQUEST

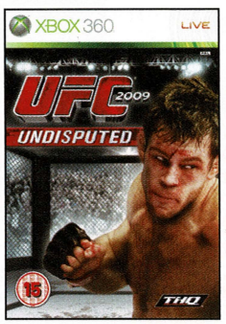
PLAYSTATION 2 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**BEN 10: ALIEN FORCE** DEVELOPER: MONKEY BAR GAMES PUBLISHER: D3P	
2	2	CALL OF DUTY: WORLD AT WAR	ACTIVISION BLIZZARD
3	3	FIFA '09	EA
4	NEW	GUITAR HERO: METALLICA	ACTIVISION BLIZZARD
5	4	X-MEN ORIGINS: WOLVERINE	ACTIVISION BLIZZARD
6	6	WWE SMACKDOWN VS RAW 2009	THQ
7	7	TOMB RAIDER: UNDERWORLD	EIDOS
8	5	MONSTERS VS ALIENS	ACTIVISION BLIZZARD
9	8	NEED FOR SPEED: UNDERCOVER	EA
10	9	GUITAR HERO: WORLD TOUR	ACTIVISION BLIZZARD

PSP [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**FIFA '09** DEVELOPER: EA PUBLISHER: EA	
2	2	RESISTANCE: RETRIBUTION	SONY
3	4	BEN 10: ALIEN FORCE	D3P
4	3	FOOTBALL MANAGER 2009	SEGA
5	5	X-MEN ORIGINS: WOLVERINE	ACTIVISION BLIZZARD
6	6	NEED FOR SPEED: UNDERCOVER	EA
7	8	WWE SMACKDOWN VS RAW 2009	THQ
8	7	ACTION PACK (RIVAL SWORD, DRIVER 76, R6V)	UBISOFT
9	NEW	SBK 09 SUPERBIKE WORLD CHAMPS	BLACK BEAN
10	RE	LEGO BATMAN	WARNER BROS.

[1]



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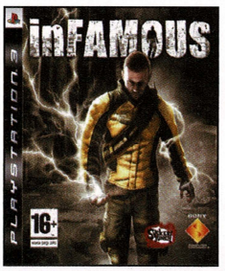

[ENTERTAINMENT - ALL PRICES]

TOP 40 ALL

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**UFC 2009: UNDISPUTED** FORMAT: PS3, 360 DEVELOPER: YUKE'S PUBLISHER: THQ	
2	2	POKÉMON PLATINUM DS	NINTENDO
3	3	EA SPORTS ACTIVE Wii	EA
4	NEW	GUITAR HERO: METALLICA WII, PS2, PS3, 360,	ACTIVISION BLIZZARD
5	NEW	INFAMOUS PS3	SONY
6	4	WII FIT WII	NINTENDO
7	5	FIFA '09 360, PS3, Wii, PS2, PSP, DS, PC	EA
8	NEW	VIRTUA TENNIS 2009 PS3, 360, PC, WII	SEGA
9	6	X-MEN: WOLVERINE 360, PS3, Wii, PS2, PC, PSP, DS	ACTIVISION BLIZZARD
10	7	WII PLAY Wii	NINTENDO
11	NEW	TERMINATOR SALVATION PC, 360, PS3	WARNER BROS.
12	8	MARIO KART WII Wii	NINTENDO
13	13	COD4: MODERN WARFARE 360, PS3, PC, DS	ACTIVISION BLIZZARD
14	30	BIG FAMILY GAMES WII	THQ
15	10	COD: WORLD AT WAR 360, PS3, Wii, PS2, DS, PC	ACTIVISION BLIZZARD
16	9	MY FITNESS COACH Wii	UBISOFT
17	11	MARIO & SONIC: OLYMPIC GAMES Wii, DS	SEGA
18	15	THE MYSTERY OF THE MUMMY DS	UBISOFT
19	14	BIONIC COMMANDO PS3, 360	CAPCOM
20	12	PROFESSOR LAYTON: CURIOUS VILLAGE DS	NINTENDO

PC CD-ROM [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**FOOTBALL MANAGER 2009** DEVELOPER: SPORTS INTERACTIVE PUBLISHER: SEGA	
2	2	EMPIRE: TOTAL WAR	SEGA
3	3	WOW: WRATH OF THE LICH KING	ACTIVISION BLIZZARD
4	4	WARHAMMER 40,000: DAWN OF WAR II	THQ
5	5	THE SIMS 2: DOUBLE DELUXE	EA
6	RE	COD4: MODERN WARFARE	ACTIVISION BLIZZARD
7	8	WOW: BATTLE CHEST	ACTIVISION BLIZZARD
8	11	FALLOUT 3	BETHESDA
9	7	C&C: RED ALERT 3	EA
10	6	DEMIGOD	ATARI

[ANALYSIS]

THQ PROVES it has an undisputed champion on its hands, with *UFC 2009* enjoying two straight weeks at the top of the ChartTrack Top 40.

The game is THQ's first No. 1 since the original *Saints Row* managed the same feat in October 2006, and holds off competition from *Pokemon Platinum* and *EA Sports Active*, the latter of which enjoyed an impressive 42 per cent leap in sales during its second week in the charts.

In terms of new releases, metal gods Metallica enjoy their first taste of gaming glory, grabbing fourth position with *Guitar Hero: Metallica*, while Sony's *Infamous* secures fifth place. Sega also re-enters the Top Ten this week, with the latest in its acclaimed *Virtua Tennis* franchise

Overall it was a good week for games, with sales up five per cent for the week ending May 30th.

christopher.dring@intentmedia.co.uk

WEEK ENDING 30/05/09

FORMATS

Highest New Entry Highest Top 40 Climber

21	28	**BEN 10: ALIEN FORCE** PS2, Wii, PSP, DS	D3P
22	22	**HANNAH MONTANA: THE MOVIE** 360, PS3, PS2, WII	DISNEY
23	27	**GUITAR HERO: WORLD TOUR** PS3, Wii, 360, PS2	ACTIVISION BLIZZARD
24	21	**GRAND THEFT AUTO IV** 360, PS3, PC	ROCKSTAR
25	16	**DR KAWASHIMA'S BRAIN TRAINING** DS	NINTENDO
26	34	**SEGA SUPERSTAR TENNIS** WII, 360, PS3, PS2, DS	SEGA
27	25	**CARNIVAL: FUNFAIR GAMES** Wii, DS	2K PLAY
28	23	**FOOTBALL MANAGER 2009** PC, PSP	SEGA
29	17	**THE GODFATHER II** 360, PS3, PC	EA
30	26	**PRO EVOLUTION SOCCER 2009** Wii, PS3, 360	KONAMI
31	18	**RESIDENT EVIL 5** PS3, 360	CAPCOM
32	RE	**HALO WARS** 360	MICROSOFT
33	36	**BURNOUT PARADISE** PC, 360, PS3	EA
34	40	**TRIVIAL PURSUIT** 360, WII, PS3, PS2	EA
35	RE	**NIGHT AT THE MUSEUM 2** 360, WII, DS, PC	MAJESCO
36	33	**MARIO KART DS** DS	NINTENDO
37	29	**SEGA MEGA DRIVE COLLECTION** 360, PS3	SEGA
38	32	**LEGO INDIANA JONES** PS3, PS2, Wii, 360, PSP, DS, PC	LUCASARTS
39	RE	**NEW SUPER MARIO BROS.** DS	NINTENDO
40	38	**HALO 3** 360	MICROSOFT

PS3 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**INFAMOUS** DEVELOPER: SUCKER PUNCH PUBLISHER: SONY	
2	1	**UFC 2009: UNDISPUTED**	THQ
3	NEW	**GUITAR HERO: METALLICA**	ACTIVISION BLIZZARD
4	NEW	**VIRTUA TENNIS 2009**	SEGA
5	NEW	**TERMINATOR SALVATION**	WARNER BROS.
6	4	**X-MEN ORIGINS: WOLVERINE**	ACTIVISION BLIZZARD
7	7	**CALL OF DUTY: MODERN WARFARE**	ACTIVISION BLIZZARD
8	2	**FIFA '09**	EA
9	3	**KILLZONE 2**	SONY
10	9	**BIONIC COMMANDO**	CAPCOM

WII [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**EA SPORTS ACTIVE** DEVELOPER: EA PUBLISHER: EA	
2	2	**WII FIT**	NINTENDO
3	3	**MARIO KART WII**	NINTENDO
4	NEW	**GUITAR HERO: METALLICA**	ACTIVISION BLIZZARD
5	4	**MARIO & SONIC AT THE OLYMPIC GAMES**	SEGA
6	5	**RAYMAN RAVING RABBIDS TV PARTY**	UBISOFT
7	7	**PUNCH-OUT!!**	NINTENDO
8	6	**HANNAH MONTANA: THE MOVIE**	DISNEY
9	8	**GUITAR HERO: WORLD TOUR**	ACTIVISION BLIZZARD
10	22	**NIGHT AT THE MUSEUM 2**	MAJESCO

PC CD-ROM [BUDGET PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**WORLD OF WARCRAFT** DEVELOPER: BLIZZARD PUBLISHER: ACTIVISION BLIZZARD	
2	4	**WARHAMMER 40,000: DAWN OF WAR II**	THQ
3	7	**THE ORANGE BOX**	EA
4	5	**WOW: THE BURNING CRUSADE**	ACTIVISION BLIZZARD
5	14	**THE SIMS 2: MANSION & GARDEN STUFF**	EA
6	6	**ROLLERCOASTER TYCOON 3**	ATARI
7	2	**MYSTERY CASE FILES: RAVENHEARST**	FOCUS
8	9	**AMAZING ADVENTURES: LOST TOMB**	FOCUS
9	3	**COMPANY OF HEROES: TALES OF VALOR**	THQ
10	8	**CIVILIZATION IV**	MASTERTRONIC

XBOX 360 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**UFC 2009: UNDISPUTED** DEVELOPER: YUKE'S PUBLISHER: THQ	
2	NEW	**GUITAR HERO: METALLICA**	ACTIVISION BLIZZARD
3	2	**X-MEN ORIGINS: WOLVERINE**	ACTIVISION BLIZZARD
4	NEW	**TERMINATOR SALVATION**	WARNER BROS.
5	3	**FIFA '09**	EA
6	6	**CALL OF DUTY 4: MODERN WARFARE**	ACTIVISION BLIZZARD
7	NEW	**VIRTUA TENNIS 2009**	SEGA
8	5	**BIONIC COMMANDO**	CAPCOM
9	8	**HALO WARS**	MICROSOFT
10	10	**TRIVIAL PURSUIT**	EA

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[SOURCE]

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INTERNATIONAL **NEWS**

JAPAN

THE SOAP OPERA-like narrative of the ongoing Pirate Bay prosecution in Sweden took another unexpected turn when a second judge was thrown off the case after it emerged she had links to pro-copyright lobbyists.

This is the second time that the Swedish legal system has been accused of a pro-copyright agenda. After the conclusion of the first trial, it emerged that the judge Tomas Norström was a member of both the Swedish Association for the Protection of Industrial Property and the Swedish Copyright Association.

Accusations of bias followed, and subsequently fellow judge Ulrika Ihrfelt was appointed to examine the claims. However, it was discovered that Ihrfelt herself is also a member of both groups – a discovery that has lead to her removal from the process.

"The reasons for this is that the question of whether the original judge was biased needs to be tried by other judges other than those that later may have been given the case," an appeal court statement said.

"Furthermore, because of the content of the claim of bias, it has been deemed proper that the question should be answered by a division that is not specialised in copyright."

UNITED STATES

A NEW POSTER advertising campaign in the US has confirmed that *Final Fantasy XIII* will be released in 2010 – scuppering any lingering hopes that the game would make it to retail this year.

The confirmation came from a new LA advertising campaign which simply states 'Coming 2010'.

FFXIII is scheduled to hit Japanese stores before the end of the year, but with Square claiming that work on the Xbox 360 version (which is not being released in Japan) will not begin until the PS3 version is complete, a 2009 release was already considered impossible.

A bigger question is whether Square Enix will delay the US release of the game until its European localisations are complete – if not, gamers this side of the Atlantic could face an even bigger wait to get their hands on the title.

Such is the appetite for the RPG sequel that sales of PS3 recently surged 274 per cent in Japan after the release of a playable demo of the game.

JAPAN

A NEW JAPANESE game development group has been established with game designer Tomonobu Itagaki at the helm.

Itagaki, who previously headed up Tecmo subsidiary Team Ninja, was involved in the development of a number of popular fighting titles such as *Ninja Gaiden* and *Dead or Alive*.

Last year Itagaki parted ways with employer Tecmo under a lawsuit-shaped cloud, claiming that the group had not honoured its completion bonus agreements.

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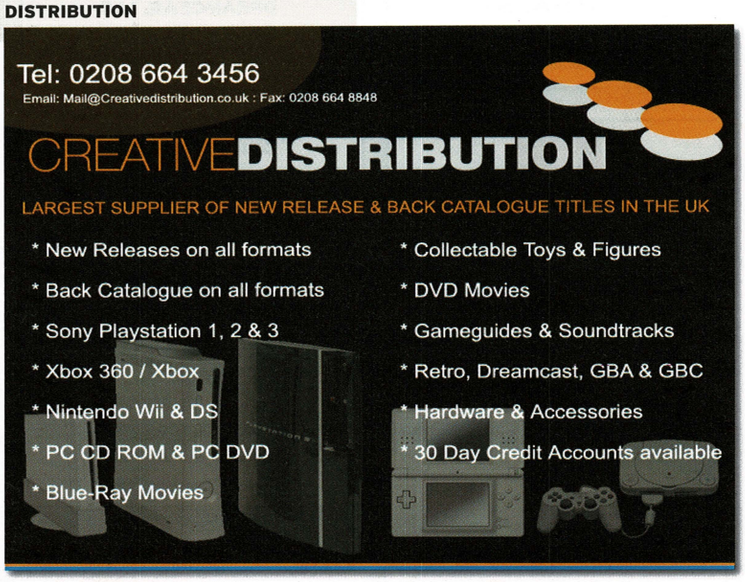
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EDITORIAL PLANNER

Some of the special issues coming up in MCV, the only trade publication that covers all sectors of the market...

FRIDAY JUNE 12th

E3 REVIEW

We offer a thorough and comprehensive look back at this year's E3 Expo, reporting on each and every revelation as well as the potential impact they will have on the industry. We cover the Big Three's presentations and the inevitable surprises, as well as the major developments from the other crucial publishers.

MAY MARKET SHARE REVIEW

With so many high profile releases this month, including *X-Men Origins: Wolverine, Hannah Montana: The Movie Game,* and *EA Sports Active,* we crunch the numbers to see what effect they have had on the market. We also look at what gaming trends are emerging, which titles continue to exceed expectations and which platform holders and publishers are triumphant as the summer truly begins.

FRIDAY JUNE 19th

DISTRIBUTION SPECIAL

MCV takes an in-depth look at the big issues involved in the always-important distribution sector. We speak to the major players about the future of the supply chain, and how they will be tackling the challenges ahead for the distribution side of the games trade.

ALL EYES ON COLOGNE

As the industry comes down from its E3 high, we turn our attention to the next big games event in Cologne. *MCV* takes a closer look at the upcoming Gamescom to find out why the industry should go and how the event is shaping up to surpass that of its Leipzig-based predecessor.

FRIDAY JUNE 26th

SUMMER PERIPHERALS SPECIAL

The accessories sector enjoyed a fantastic 2008, with the continued success of Wii, DS, *Rock Band* and *Guitar Hero* having a positive effect on the market. And now the leading peripherals firms are preparing to launch their latest range of items for the summer period. *MCV* provides a detailed run down of the latest products that are set to take the retail community by storm.

TERRITORY REPORT: FRANCE

France is one of Europe's biggest video game territories. *MCV* takes a closer look at how the country's video game output is evolving, and speaks to the key retailers, developers and publishers on the current challenges affecting the region.

FRIDAY JULY 10th

IDEF REVIEW

MCV reflects on this year's Interactive & Digital Entertainment Festival, one of Europe's key interactive entertainment trade shows. We report back on the companies and games in attendance, speaking to key players in our industry and other exhibitors.

FRIDAY JULY 17th

TERRITORY REPORT: SOUTH AMERICA

In the latest *MCV* Territory Report, we look to the developing countries of South America and their developing video game industries. We discuss what challenges publishers face and who the key retailers are.

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Develop is the only dedicated publication for the UK and European games development community. It reaches over 8,000 request-only subscribers every month.

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Insider's | Guide

DIVERSE: Quinlan discusses iQ's latest projects, from Fallout to Sk8 Boards.

This week, we speak to James Quinlan, director of creative agency iQ Design...

Tell us about your company.
iQ Design was established in 2007. We are a family run business in Graphic Design and Consultancy. We are a small company looking to grow and expand in the entertainment industry. We recently designed the packaging for Wildfire Europe's Wii Sk8 Board, which we are told is selling far beyond expectations.

What services do you offer?
Our graphic design services include, but are by no means limited to, packaging, marketing, and merchandising materials. We deal with design from initial concept right through to print ready artwork. We also work with existing artwork to produce resized or alternative designs. For example, we recently created new artwork for Game Outlet's *Fallout Collection*, using the classic existing artwork from the three original titles.

Tell us something we didn't know about your company.
Our lead designer (myself) has been in the games industry for eight years, working on many top titles for Rockstar, Take Two Interactive and 2K Games.

What's the best part about your job?
I love graphic design, especially the creative elements of it. It's great to go to work every day and do something I enjoy and I've found that it is common across this industry, always meeting others who really enjoy their jobs.

What's next for iQ?
We're working on more Game Outlet titles and providing creative services for Wrapstar.

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www.e3expo.com

GAME ON! LONDON
Saturday, June 20th - Sunday, June 21st
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www.gameonlondon.co.uk

GAME HORIZON CONFERENCE
Tuesday, June 23rd - Wednesday, June 24th
The Sage, Newcastle
www.gamehorizonconference.com

IDEF
Tuesday, June 30th - Thursday, July 2nd
Palais des Festivales, Cannes, France
www.idefexpo.com

JULY

DEVELOP CONFERENCE 2009
Tuesday, July 14th - Thursday, July 16th
Hilton Metropole, Brighton
www.develop-conference.com

DEVELOP INDUSTRY EXCELLENCE AWARDS
Wednesday, July 15th
Hilton Metropole, Brighton
www.developmag.com

GAMES CONVENTION ONLINE
Friday, July 31st - Sunday, August 2nd
Leipzig Messe, Germany
www.leipziger-messe.com

AUGUST

EDINBURGH INT. FESTIVAL
Monday, August 10th - Sunday, August 16th
TBC, Edinburgh
www.edinburghinteractivefestival.com

GDC EUROPE
Monday, August 17th - Wednesday, August 19th
Cologne, Germany
www.gdceurope.com

GAMESCOM
Wednesday, August 19th - Sunday, August 23rd
Cologne, Germany
www.gamescom-cologne.com

MCV & XBOX 360 GAMES 5s

MCV & XBOX 360 GAMES 5S
Friday, June 12th
Barnet, London
www.gamesfives360.co.uk

Organised in association with Microsoft's Xbox 360, the industry's biggest 5-a-side tournament returns.

Registration has now closed - good luck to all those taking part.

The event pitches teams from across the industry against each other and there will be plenty of Xbox giveaways and prizes on the day, courtesy of Microsoft.

The event improves with every year - we hope to see you there.

THE DEVELOP QUIZ

THE DEVELOP QUIZ
Thursday, June 18th
Sway Bar, Holborn
jaz.kandola@intentmedia.co.uk

The latest outing for this essential networking event will pit 20 teams of five against each other.

Studios, publishers, QA, recruitment and localisation companies are all invited to attend, with a full night of entertainment and competition on offer.

First prize is a £2,000 advertising credit in *Develop* print or online, plus a trophies and bottles of champagne.

NEW THIS YEAR
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COMING THIS SUMMER

SOURCEBOOK 2009

THE ESSENTIAL GUIDE TO INTERACTIVE ENTERTAINMENT AGENCIES AND SERVICE COMPANIES

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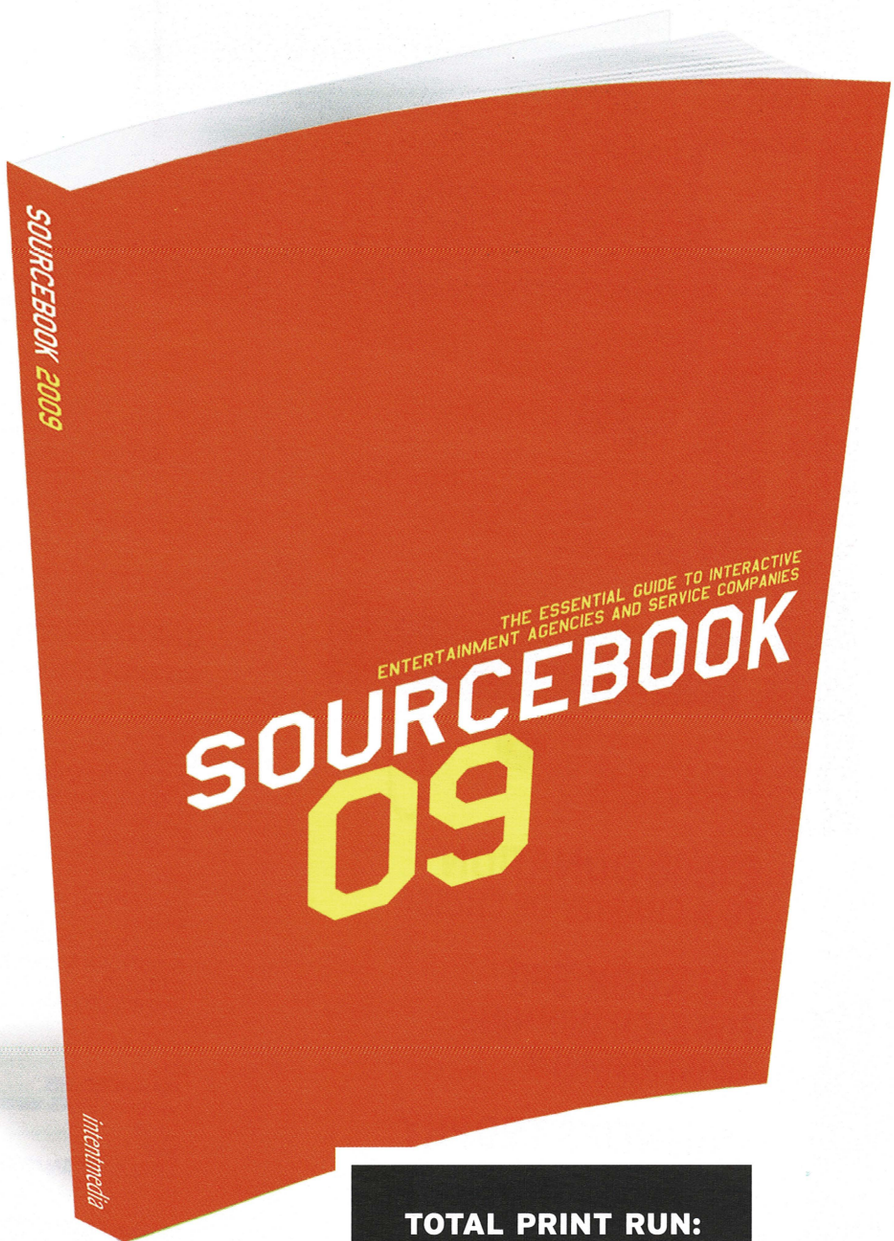

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MCV FORUM

'R4 card manufacturer is actually telling the truth'

Reader ticks off MCV – and claims that creators and resellers of piracy devices aren't doing anything wrong

HEAVENS ABOVE, lad! Please give it a rest, would you? I can only hope you're portraying some kind of intentionally naive character in your cover feature here *(MCV 538, May 22).*

Whether you want to admit it or not, the gadgets you list in this article *are* used as eBook readers, MP3 and video players, and, of course, a method of booting homebrew games. I hardly believe they're being misleadingly sold or advertised: anybody who wants to buy these devices seeks them out by specific identification of purpose.

Come Christmas, Mr. Smith, looking for a present for Smith Jr., would simply type in 'DS MP3 player' into a search engine, and buy whatever comes up near the top.

What on earth is 'misleadingly sold', by the way? Something along the lines of: "All I wanted was an MP3 player, but it plays pirate games as well! I've been HAD! This means it has the capability to play pirate games! This means that IT IS BAD AND IS ILLEGAL! Son, give that back before you catch piracy!"?

As for homebrew on DS, would you really prefer the situation where programmers who wish to run unsigned code on hardware that they legally own must pay ungodly sums of money to the manufacturer to do so?

For the DS, I personally recommend *Lemmings DS* (as featured in *GamesTM* issue 61). It has all of the levels from every official Amiga *Lemmings* release (including expansions), and comes with a PC-based level editor. It should work with little effort on all of the devices you're demonising in your article. For the GBA, I recommend *Blast Arena Advance.* You can even get it on its own GBA cartridge!

I've just come to a realisation. I recall that PCs can play pirate games without modification. Clearly they're 'illegal devices' too, and we're all going to hell. Or something.

> ***PCs play pirate games without modification. Does that make them 'illegal devices' too?***
>
> **Anon**

If you are portraying an intentionally naive strawman character, you really are doing it rather badly.

You could have gone with a simply factual report of Nintendo's actions and nobody would think worse of you for it. There's really no need to become evangelical on a hair-trigger, though you have our sincere sympathy if 'piracy' dropped a piano on your head when you were younger.

Regards,

'R'

Dear 'R',

There are devices on the market that allow consumers to play homebrew games, MP3s and read eBooks, but do not play pirated DS games. The two that spring to mind are the Datel Action Replay Media Edition and Orbit's i-Cheat Extra.

The R4 and other devices listed on the cover of MCV issue 538 are sold via the manufacturer's websites as 'homebrew, MP3 and video players'. Yet, the fact they circumnavigate the DS' in-built piracy protection is the reason that they are so popular.

Why aren't the manufacturers advertising this function if it's just a harmless bonus feature? Look at the number of times DS games are downloaded on Torrent websites, and you can see the full extent of the problem.

Christopher Dring, MCV

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AMAZON

Off The Record

We look back at last week's MCV and Xbox 360 Industry Pub Quiz, where Amazon reigned victorious - run close by The Sun and 505 Games...

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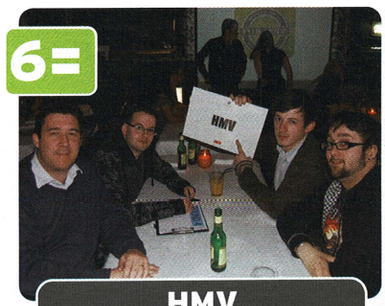

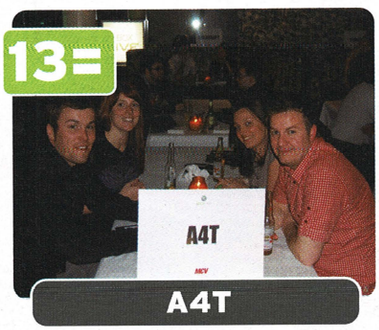

CHAMPIONS' LEAGUE

Sega's Nawaz Alamgir *(below)* reigned supreme at last week's PES Industry Rankings tournament in London, defeating the valiant Mike Chang from Feature Design in the final. This time, a pool tournament also took place simultaneously, eventually won by Midway's Matt Knapman *(below, inset)*.

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Printed By:
Pensord, Tram Road,Pontllanfraith Blackwood, NP12 2YA

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Membership of the ABC and PPA provides our advertising partners with confidence in our circulation statements. For the 12 months ending December 2008, MCV had an average weekly net circulation of 8,833. *MCV's* circulation is 100 per cent named and zero per cent duplicated.

ANNUAL SUBSCRIPTIONS United Kingdom £150 | Europe £175 | Rest of the World £250

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- 30-second cinema ads to run throughout the summer blockbusters including Harry Potter
- Advertorials across kids print media
- Website takeovers on kids, specialist games and social networking sites
- Real life 'Gathering Hall' allowing a chance for people to play MHFU together in central London
- Encyclopedia Gigantica.com allowing for user created content to be uploaded and voted on by the community
- Demo available for download via the PlayStation Store or can be ordered from the Encyclopaedia Gigantica as a party pack featuring 4 UMDs to share with friends
- Full national, lifestyle and kids media PR campaign

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